

# CATERING OPERATIONS GUIDE



## FOOD & HOSPITALITY





DEPARTMENT OF THE NAVY  
HEADQUARTERS UNITED STATES MARINE CORPS  
WASHINGTON, DC 20380

NAVMC 2909  
MWH  
6 Oct 1992

FOREWORD

1. PURPOSE

This publication, NAVMC 2909, Catering Operations Guide, provides information for Food and Hospitality employees on Catering procedures. This guide to catering was developed to assist the food and hospitality catering staff to realize additional revenue through use of proven sales and interchanging techniques.

2. INFORMATION

- a. This Guide, informative and not directive in nature, is to be used for instructional purpose.
- b. For requisitioning instructions, see the current edition of MCO P5600.31, Marine Corps Publications and Printing Regulations.

3. CERTIFICATION

Reviewed and approved this date.

A handwritten signature in black ink, appearing to read "J. R. Joy", is positioned above the printed name.

J. R. JOY  
Director, Morale, Welfare and  
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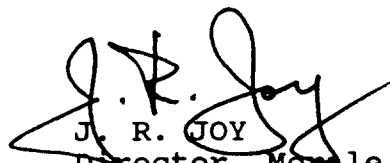


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Ch 1 to NAVMC 2909

1. Purpose: To transmit new page inserts to the basic manual.
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  - a. Remove table of contents, and replace with new page.
  - b. Remove pages 1-25 through 1-27 and replace with new pages 1-25 through 1-26.
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## GETTING THE MOST FROM THIS PUBLICATION

### INTRODUCTION

Catering - both on and off-premises is big business. It's conservatively estimated that catering revenue exceeds more than a billion dollars annually. Catered events have ranged from small VIP receptions of 10 or less to more than 35,000 guests attending the most recent Democratic National Convention.

Many clubs are sharing in the trend towards bigger and more catered events. Club catering can frequently be a major revenue generator and contribute significantly to a club's profitability. Virtually every club has some capability of hosting special functions, preparing special meals, and providing amenities and accompaniments to further generate additional revenue.

This publication has been developed to assist the club manager and the catering staff to realize additional revenue through use of proven sales and merchandising techniques. There are four major sections:

Section 1: MERCHANDISING YOUR CATERING OPERATION - A successful sales program is the result of many components working efficiently to meet the needs of the customer. In this section, successful sales techniques are discussed in detail.

Section 2: THE CATERING BROCHURE - An attractive, well designed brochure is one of your most effective merchandising tools, because it promotes your program outside of the club, and, if it is done well, it sells itself. The information most frequently found in catering brochures is contained in this section. The contents of this section should be useful when preparing or revising your brochure.

Section 3: WEDDING RECEPTIONS - The nature and importance of this event requires that it be as near perfect as possible. The information in this section is targeted to clubs that want to capitalize on this market and realize the sizable revenue that normally accrues from hosting this type of function.

Section 4: SUPPLEMENTAL INFORMATION - Often, there is additional information that the client needs in order to help them decide about their function and arrangements. This section contains samples of the most commonly used client handouts. Additionally, this section contains a sample agreement (contract), sample form letters<sup>1</sup> and sample brochure designs.

## SECTION 1

### MERCHANDISING YOUR CATERING OPERATION

#### INTRODUCTION

Most managers would agree that their club(s) could accommodate additional catering business. Even with limitations caused by layout and size of the facilities, most clubs have the opportunity to expand their catering program to additional target markets. These may include; club members, official and unofficial organizations, military units assigned or attached to the installation, and other personnel authorized to use club facilities.

Successful catering programs are a result of concerted effort by the MWR Director, Club Manager, and most importantly through the active and aggressive efforts of the Catering Manager and members of his or her sales staff.

In this section, we'll discuss some of the basics relating to the Catering Office, the characteristics of the market and your clients, and some proven ideas and techniques to increase your catering sales.

#### THE CATERING OFFICE

When a prospective client enters your catering office, what are their immediate impressions? If it is a favorable one, this marks a good beginning in the sales process.

The catering sales office should be attractive, inviting, and lend itself to business. The office is a reflection of the management of the club in general, and the catering manager in particular. THE CLIENT'S INITIAL IMPRESSION OF THE OFFICE OFTEN AFFECTS THEIR IMPRESSIONS OF HOW WELL THE CLUB WILL HANDLE THEIR EVENT.

Areas to consider include:

a. The Waiting Area. For clients who arrive early, you need a waiting area that is clean, attractive, and comfortable.

b. The Catering Sales Office and Staff.

(1) Are the furnishings attractive and in good condition? Is the atmosphere quiet and efficient? Will a client be able to discuss arrangements and ask questions in relative privacy?



(2) Does the appearance dress, and grooming of the catering staff reflect the business-like image you are trying to convey?

c. Promotional Materials & Brochures. Are they current and readily available?

d. Displays. Are there photos and displays which reflect the accomplishments of the catering department? For example, table settings which contain the linen and china used for special functions, color photos that illustrate attractive buffet presentations, decorations, arrangements, etc.

Meetings with the Client. Naturally, we would prefer that all meeting with prospective clients should be by appointment only. This permits the catering staff to give their full attention to the client and provides adequate time to discuss arrangements and answer questions.

Human nature being what it is, it's not always possible to see clients by appointment and many will walk in expecting to be seen. If there are no appointments scheduled for the next 30 to 45 minutes, then make every effort to see the client. If you can't meet with the client at this time, schedule an appointment with them at the earliest opportunity. Have coffee and tea available for clients who are waiting and for those who are discussing arrangements with the catering staff.

#### THE MARKET

Clubs can no longer assume they have the lowest prices in the area or that they can offer the best deal. Hotels and restaurants located in or around the military community view the military market as an opportunity to expand their catering business. Increasingly, they are seeking out and contacting your members and organizations on your installations - often with extremely competitive offers.

It is a well-known philosophy that to be a catering success, you must know the weaknesses of your competition (i.e. prices, furnishings, skills of the banquet staff) and the strengths of your own catering operations (familiarity with needs of the military community, no sales tax, better prices, etc.) At the same time you must know the strengths of your competition and your own weaknesses.

To illustrate: Compare your catering program to those of  
your major competitors to see how well it does:

| <u>Your Operation</u> | <u>Competition #1</u> | <u>Competition #2</u> |
|-----------------------|-----------------------|-----------------------|
|-----------------------|-----------------------|-----------------------|

Prices

Sales Tax

Gratuity

Room Charge

Minimums

Guarantees

Attractiveness  
of Facility

Service/Skill of Staff

Location/Parking

Accompaniments

(Audio/visual,  
candles, flags,  
linen selections,  
entertainment, etc.)

To strengthen your catering sales presentation program,  
assume that your existing and prospective clients know what they  
are looking for and what your competition offers. If possible,  
inquire where they've held their previous functions and why.

In analyzing your market, several areas to be considered  
include:

- \* A review of last years files to identify who booked  
functions last year and what type they were (i.e., party,  
meeting, wedding, etc.) Copies of contracts should be maintained  
for at least one year. They should be reviewed at least four  
months prior to this year's applicable month; i.e., the previous  
years June contracts should be reviewed no later than February of  
the current year.

- \* Were the sponsors and guests pleased with the event?

- \* Is the event a potential repeat? If so, have the sponsors  
been contacted to find out if they plan to have the event in the  
club this year? (If not, why not?)

\* Do you know who's being promoted and when?

\* What social events are occurring within the community that lend themselves to a catering event (i.e., weddings, anniversaries, retirements, etc.)?

Information of this type helps build an effective and profitable catering program. It requires a system of after-actions reports and periodic reviews to keep them current. By maintaining contracts in an organized system, there is increased opportunity for repeat bookings.

Although a satisfied guest is your best advertisement for your catering program, you can't rely solely upon word of mouth to increase your catering business. You should be looking at external advertising to generate additional awareness and sales.

Advertising opportunities include:

a. Daily Bulletins. Short, to-the-point reminders about your catering services.

b. The Command Newspaper. A well-written and eye catching illustration in the command newspaper may be an excellent investment.

c. Posters and Flyers. Professionally designed posters and flyers placed at the entrance to the MCX and commissary should heighten community awareness of your catering capabilities.

d. Club Telephone Recording. If the club uses a recorder for after hour messages, a brief, friendly invitation can be extended to callers suggesting that they consider holding their next special event in the club.

e. Inserts. A eye-catching insert can be prepared for enclosure with monthly statements.

f. Club or MWR Marquee. If your club has a marquee (fixed or portable) this can be an effective advertising technique to promote your catering capability.

g. Presentations. The catering manager should aggressively contact official and unofficial groups to make them aware of the fun, social interaction, and community cohesiveness that special functions can generate. Groups and organizations to contact include:

(1) The Association of Retired Officers

(2) Wives Clubs

(3) Youth Activities

(4) DOD School Teachers

(5) Military organizations assigned or attached to the installation.

(6) Tournament sponsors of bowling, golf, and physical fitness events.

(7) Chaplains' offices (an excellent source of information on upcoming weddings).

Presentations should be accompanied by handouts, catering brochures, and photos which demonstrate the club's success stories.

h. In-House Opportunities. These include: bingo events, dinner theater, live entertainment, or other special events open to the entire membership. The use of table tents is an excellent method of promoting the availability of catering. Of course, one of your best catering advertisements is quality food and service.

i. Club Calendars. Make your messages short and simple. Have it stand out by using special borders, print, graphics, etc.

j. Installation Closed Circuit TV. If your installation has this medium, you have one of the best opportunities to merchandise your program and ...it's free! A well produced videotape has the potential for generating more interest in your program than almost anything else.

Periodically, evaluate the effectiveness of your club's advertising effort. Also, during the initial sales interview, be sure to ask the client how they became aware of the club's catering service.

#### THE CLIENT

The banquet and party business is a buyer's market. Your potential clients (customers) often comparison shop when they consider a private function.

From the potential client's viewpoint, their first concern doesn't center upon the food, beverage or room selections, it is first and foremost, THE NEED FOR ASSURANCE THAT THEIR EVENT WILL BE HANDLED RIGHT AND THAT THEY WON'T BE EMBARRASSED. They want reassurance that your catering team has what it takes to make their event successful.

By recognizing this normal customer concern, the catering manager can design the sales presentation and the detailed arrangements to alleviate those concerns.

Seeing is believing, and a visual display helps convey what you've done and what the club can accomplish. By visual, we mean a display of sample china and table settings, sample linen, photos or videotape of actual events, a walk through of the proposed room, etc. In short, it is anything that convincingly replaces the uncertain mental images a potential customer receives from a verbal sales presentation.

#### PRODUCTS AND SERVICES

What products and services should the catering department offer?

The first step is to review previous bookings to identify which menus, services, and types of functions were most frequently booked. This historical data serves as the primary basis for determining product and service selection.

Which products and services does the club do best in terms of quality, cost, and presentation? Remember that it's better to offer a limited number of products that are done well than offer everything at less than first-class quality.

A major consideration in what products should or will be offered is the skill of the kitchen staff. What items can they prepare well, and what is their potential?

What types of functions should the club offer? Your catering program will include some or all of the following events: cocktail receptions, buffets and sit down meals both formal and informal, teas, coffees, brunches, wedding receptions, dining-in and dining-outs, commander's receptions, theme parties, children's parties, military balls, organizational anniversaries, etc. Additional services may include off-premise sales, picnic packages, barbecues, party food to go, etc.

Civilian catering operations often specialize in an particular type of event and build a reputation for doing it especially well. In looking at your club's strengths, what services, products, or events could be especially promoted as "Our Specialty?"

## WEDDING RECEPTIONS

It is often stated that there are four kinds of special events which the club MUST do right: A reception hosted by the Commander, a Formal-Dining In, a Mess Night, and a wedding reception.

The club may not have a choice as to whether they host the first three events, but in the case of wedding, they must be able to DO IT RIGHT or not host them at all.

Hopefully, your club is already successfully hosting wedding receptions and your are seeking to enhance an already outstanding program.

Why bother to seek wedding reception business? Obviously, because it often produces large catering revenue. Because the occasion is so special to the Bride & Groom, their families, and their friends, the importance of quality and perfection in the execution of the event often takes precedence over the cost of the reception.

Nothing within the club's responsibility must detract from the occasion. Section 3 is devoted to wedding receptions.

## CHEF SKILLS

Just as you need to know the weaknesses of your competition, you must also be aware of the strengths and weaknesses of your chef and the supporting kitchen staff. Identify the chef's best products and skills (such as decorations, garnishing, ice carvings, sauce preparation, etc.) and promote and merchandise your menu to take full advantage of those skills.

Establish a good working relationship with the chef, by understanding his or her needs and those of the kitchen staff. The catering staff should never promise the client more than it can deliver without first coordinating requirement with the chef.

Consult with the chef, and encourage his or her suggestions, ideas, or alternatives for menus or arrangements that are under consideration. The more you confer, the greater the mutual respect for each others needs.

Because of high turnover rates among kitchen and server personnel, the catering manager with the chef should periodically review the catering menus to assure that the quality, timing, and consistency of the products can be maintained.

Often the chef and the kitchen staff are asked to go to great efforts to assure that a function is executed especially well and we sometimes take their accomplishments and contributions for granted. Kitchen personnel, warewashers, and set-up personnel should be recognized for their important role they play in the club's catering operation. At the end of this section, gratuity and service charge distribution is discussed.

## MENU DEVELOPMENT

There are many publications which describe the "how to" development of catering menus. They discuss the importance of carefully planning menus to assure a balance of colors, textures, light vs. heavy menu items, and so on. This subject is too detailed and complex to be covered within the framework of this publication; however, there are some basic principles that bear emphasizing:

Chef and Kitchen Staff Skills. The preceding section suggested that the chef's strengths and weaknesses be considered in developing your catering program. This helps shape the scope and variety of the menus, and preparation and presentation of food which will be offered to your clients. If your chef and cooking staff lacks specific skills which limits your menus and food preparation and presentations, you may wish to arrange for professional training to remedy the situation.

Kitchen and Equipment Limitations. If your kitchen has only two stacking ovens, you may be unable to offer a prime rib dinner for 300 guests. You must know the limitations imposed by the availability of equipment of hand, and if the size and layout of your kitchen restricts the number of certain dishes that can be prepared. The catering manager should develop and propose the menus (keeping in mind the strengths of the chef) and then jointly coordinate them with the chef. If there are specific equipment limitations, the acquisition of replacement or additional equipment may be a worthwhile investment by increasing food production and preparation.

Keep the Menu Current. Tastes are continually changing. Yesterday's favorites can become today's dated and tired items. These items should be replaced with newer, "in" food such as Fajitas, Southwestern Style food preparation, stir fry, etc.

Offer Healthful Dishes. Your menu choices should offer clients the opportunity to select items which are broiled, poached or baked, as well as sautéed or fried. Lower fat entrees such as fish and chicken should be readily available. Appetizers and desserts which are relatively low in cholesterol and calories should be offered.

Convey Imagination. Even the most common dishes can be significantly enhanced by the addition of some imaginative touches. For example, a chicken breast can be made much more appealing by offering it with an apple, almond, and cinnamon stuffing.

Bread and rolls can become one of your signature items by some added touches. Consider jalapeno, zucchini, and banana breads. Even dinner rolls can transform a ho-hum accompaniment into something special by preparing them with nuts or fruit or with a glaze. A long-established restaurant in the Washington, D.C. area is justifiably famous for serving delicious cinnamon buns topped with a rum glaze with every meal.

Appetizers are no less deserving of imaginative touches. To illustrate: a half of grapefruit served as an appetizer is nothing out of ordinary; however, it becomes more distinctive if it is served broiled with cinnamon and port wine!

Emphasis Upon Freshness. Canned food products should be avoided whenever possible. Your goals should be to provide - to the maximum extent possible, FRESH products and resort to frozen products only if the fresh item is unavailable or cost prohibitive. (In the last case, the customer, rather than the club should make the determination as to whether they wish to pay the extra cost of obtaining the product fresh.)

Don't underestimate your clients; they know a canned product when they taste it and know that canned products often denote a compromise in taste and quality.

NOTE: Sample menus are contained in Section 4 (Supplemental Information).

In summary, the items on your catering menu should be carefully selected to reflect the talents of your chef, the capability of the kitchen, and quality demanded by your market.

#### THE CATERING BROCHURE

The catering brochure is an invaluable sales tool. A brochure should help your potential clients to understand what services the club offers and the skills and capabilities of the staff. Above all, the club brochure should convey an image of style, quality, and professionalism. The underlying message that should emerge is that the club understands the client's needs and will do it right.



Unless your club has appropriate hardware, software, and laser printing capabilities, the catering brochure should be prepared by a professional printer. There are few investments that pay off as handsomely as a professionally prepared catering brochure. Remember....A Catering brochure doesn't cost; it Pays!

Your civilian competition (and sometimes other military service competition) seeks to convey an image of skilled catering personnel, an experienced cadre of supporting personnel, and the assurance that the event will be done right. This message is initially conveyed through their catering brochure. Clubs should do no less.

NOTE: Sample brochure designs are contained in Section 4 (Supplemental Information).

A CATERING BROCHURE EMPHASIZES WHAT A CLUB CAN AND WILL DO FOR THE CLIENT. NOT WHAT A CLIENT MUST DO OR CANNOT DO. Avoid the use of club or command policies concerning catered events in the brochure, unless absolutely necessary. Keep in mind that the brochure is a sales vehicle and not a policy document. Most policies and restrictions can be discreetly conveyed to the client by either placement on the agreement or by separate handout.

Your brochure should reflect the quality of your catering program. Its purposes is to create interest and sell! Areas which merit careful attention include:

Paper. Paper (stock) should be durable and of good quality. Whether it is coated or not depends upon your budget. Although coated paper generally costs more, they last longer and convey quality.

Texture. The texture of the paper adds to the image and feel of the brochure. Textured paper generally is more expensive than normal stock, however, the extra expenditure is relatively small. The decision to use textured paper will depend upon the theme of the brochure and, of course, your budget.

Color. Brochures printed on color stock are widely used in the catering business. Soft, earth-tone colors add warmth to the brochure and are attractive.

Graphics. A well designed brochure should contain eye appealing and attractive layouts so that the prospective client will want to read the entire contents. You can help accomplish this by using professionally-developed graphic and layout design.

This can sometimes be provided by your local printer; if not, don't hesitate to seek the services of a larger printing company that can provide comprehensive design, layout type setting, and printing services. Graphic design and layout services are well worth the expense since the final format can often be used for subsequent revisions to your brochure.

Type Style. There are hundreds of different styles to choose from. Although it may seem like a simple decision, selecting the right style type is important to the overall theme of the brochure. Your printer will have a type style book (the larger the printer, the more styles you will be able to select from) and will suggest several styles for your consideration. Make no final decision at this time; instead take the printer's suggested styles and a copy of the print style book back to the club so that the decision can be made in quiet, unhurried surroundings.

Ensure that Protocol, Unit Commanders, Command, Wives Clubs, and every major organization assigned or attached to the installation receives a copy of the brochure for reference. Updates in the menus or prices should be made available to anyone who uses the brochure regularly.

Should the brochure be printed with or without prices?

Few issues provoke as much debate as this topic. There are strong points to be made for both sides of the issue. There is no right or wrong answer. This is a local determination based upon aesthetic and budgetary considerations. The pros and cons of printing or not printing prices in the brochure are discussed below.

#### PRICES SHOULD BE PRINTED IN THE BROCHURE.

##### Advantages

The brochure looks more professional. Publication of prices eliminates the necessity and inconvenience of having the client to search for a coded supplemental price listing.

Because prices and menus will change, this gives management the opportunity to review other section of the brochure that may need changes or updating. When only supplemental price list is updated, the normal tend is keep the brochure as is. Your primary merchandising tool may become dated and stale. By including prices as part of the brochure, this has the advantage of causing management to look at the entire product and not just the price list.

### Disadvantages

The club is locked into the menus, prices, and procedures until the brochure is republished.

It is costly to change and republish the brochure.

### PRICES SHOULD BE PRINTED ON A SEPARATE SHEET ACCOMPANYING THE BROCHURE

#### Advantages

Inexpensive to produce.

Eliminates the need to republish the brochure solely due to price changes.

### DISADVANTAGES

It requires the client to refer to two documents simultaneously and to search for coded reference points.

The sales effort can be wasted if the separate price list is lost or misplaced.

## TECHNIQUES OF SUCCESSFUL SELLING

Introduction: Selling is an art and a skill. Not all of us can excel at selling, but with a knowledge of the basic and with practice, most of us can develop a sales presentation that can accomplish the task. The information and ideas which follow are the basic. Through a refinement process and adapting the strengths of the club's catering program into your sales presentation, it should become easier to sell the club's products and services to the client.

## MEETING WITH CLIENT

Before you begin selling the client food or beverages, first determine their needs. Previously, we identified the client's need to be reassured that the event will be done right. Other concerns of the client may include:

- \* How concerned is the club in meeting my needs?
- \* Will the club be able to resolve any problems that arise?
- \* How good is the food?

\* Will the serving personnel be courteous and attentive to my guests?

\* How much is this going to cost?

The following steps that may be helpful in the selling process:

\* Extend a warm greeting to the client and offer them coffee or tea.

\* Phrase your initial questions to obtain a clear understanding of what the client is seeking. This facilitates your ability to offer suggestions and to recommend arrangements that meet the needs of the client.

\* Know your club's strengths and your competitor's weaknesses. This will be a positive factor in successful selling. Distinguish your catering operation from that of your competition by offering more service and assistance. Remember, you are a problem solver.

\* Sell service first; convey assurance that the club will provide knowledgeable, dependable, and experienced staff that has what it takes to make their event a success.

\* Describe the club's complete scope of catering products and services.

\* Provide the client with a copy of the catering brochure.

\* Begin the menu suggestions and selection process. In addition to the regular catering menus, extend the opportunity to the client to custom design their menu. Although this may be a time consuming process, it provides the client with the opportunity to select specific items that they may desire. At the same time, the club has the opportunity to sell items which result in larger per-person revenue. Examples of custom developed menus include:

STARTER COURSE (Pate, Fish, hors d'oeuvres, etc.)

SALAD OR SOUP

INTERMEZZO (Sorbet)

ENTREE

SPECIALTY BREADS

INTERNATIONAL CHEESE TRAY OR CART

SPECIALTY DESSERT

CORDIAL SERVICE

\* Your suggestions and recommendations should be in response to the client's desires and within their spending limits.

SUCCESSFUL CATERING SALES ENTAILS THE CONTINUAL RESPONSIBILITY OF ACCOMMODATING WHAT THE CLIENT WANTS TO DO AND OBTAINING THEIR APPROVAL OF YOUR RECOMMENDATIONS THAT YOU KNOW WILL WORK BEST.

SPECIAL FUNCTION WORKSHEET

DATE AND DAY \_\_\_\_\_ ORGANIZATION \_\_\_\_\_

SPONSOR \_\_\_\_\_ RANK \_\_\_\_\_ CLUB CARD NO. \_\_\_\_\_

ADDRESS \_\_\_\_\_

HOME PHONE \_\_\_\_\_ BUSINESS PHONE \_\_\_\_\_

NAME OF HOST/HOESSE IF DIFFERENT FROM SPONSOR: \_\_\_\_\_  
PHONE \_\_\_\_\_

TYPE OF FUNCTION:

MEETING \_\_\_\_\_ HOURS \_\_\_\_\_ TO \_\_\_\_\_

BREAKS \_\_\_\_\_ AND \_\_\_\_\_

BREAKFAST \_\_\_\_\_ COFFEE \_\_\_\_\_ BRUNCH \_\_\_\_\_

LUNCH \_\_\_\_\_ COCKTAILS \_\_\_\_\_ PROMOTION \_\_\_\_\_

DINNER \_\_\_\_\_ DINNER DANCE \_\_\_\_\_

TIME OF FUNCTION:

SOCIAL HOUR BEFORE MEAL: NO \_\_\_\_ YES \_\_\_\_ TIME \_\_\_\_\_

INTRODUCTIONS BEFORE MEAL SERVED? YES \_\_\_\_ NO \_\_\_\_

APPROXIMATE LENGTH OF INTRODUCTIONS: \_\_\_\_\_

SEATING ARRANGEMENTS:

HEAD TABLE: NO \_\_\_\_ YES \_\_\_\_ NUMBER AT HEADTABLE: \_\_\_\_\_

LONG \_\_\_\_ ROUND \_\_\_\_ ELEVATED? YES \_\_\_\_ NO \_\_\_\_

OTHER TABLES: ROUND \_\_\_\_ LONG \_\_\_\_

LINENS: (Show samples of colors)

TABLE CLOTHS: WHITE \_\_\_\_ COLORED \_\_\_\_

NAPKINS: WHITE \_\_\_\_ COLORED \_\_\_\_

SKIRTS: WHITE \_\_\_\_ LIGHT BLUE \_\_\_\_ YELLOW \_\_\_\_ PINK \_\_\_\_

DIETARY/RELIGIOUS RESTRICTIONS: NO \_\_\_\_\_ YES \_\_\_\_\_

WINE WITH MEAL? NO \_\_\_\_\_ YES \_\_\_\_\_

TYPE \_\_\_\_\_ OTHER \_\_\_\_\_  
REGISTRATION TABLE? YES \_\_\_\_\_ NO \_\_\_\_\_

GENERAL OFFICERS OR OTHER VIP'S ATTENDING? NO \_\_\_\_\_ YES \_\_\_\_\_

NAME \_\_\_\_\_

PLACE CARDS? NO \_\_\_\_\_ YES \_\_\_\_\_ HEAD TABLE ONLY \_\_\_\_\_ ALL TABLES \_\_\_\_\_

TYPE OF BAR: HOST PAYS \_\_\_\_\_ C.O.D. \_\_\_\_\_ PRO-RATA \_\_\_\_\_

PAYMENT: CHARGE \_\_\_\_\_ PRO-RATA \_\_\_\_\_ HOST OR ORGANIZATION \_\_\_\_\_

GRATUITIES: PERCENTAGE \_\_\_\_\_ FOOD \_\_\_\_\_ BAR \_\_\_\_\_

OPTIONAL ITEMS:

FLORAL: \_\_\_\_\_ BY WHOM \_\_\_\_\_

TABLE NUMBERS \_\_\_\_\_ DISPLAY TABLE \_\_\_\_\_ FLAG \_\_\_\_\_

PODIUM \_\_\_\_\_ MIKE \_\_\_\_\_

SCREEN \_\_\_\_\_ PROJECTOR: OVERHEAD \_\_\_\_\_ SLIDE \_\_\_\_\_

GAVEL \_\_\_\_\_ POINTER \_\_\_\_\_ EASEL \_\_\_\_\_ EXTENSION CORD \_\_\_\_\_

MUSIC \_\_\_\_\_ (TYPE)

SEASONAL SILF CENTERPIECES \_\_\_\_\_ BUD VASES \_\_\_\_\_

PORTABLE DANCE FLOOR \_\_\_\_\_ CHAMPAGNE FOUNTAIN \_\_\_\_\_

## BEVERAGE SALES

Because food is often a focal point of a catered event, members of the catering staff sometimes have a tendency to place most of their time and effort into selling the food portion of the menu. Although food income helps support the catering program, the income from beverage sales produces profit for the club's bottom line.

Every member of the catering sales staff should have a basic knowledge of beverage sales and service. They don't have to be a beverage expert, but they should know enough about wine and spirits to advise and recommend selections to the client.

### Reception Beverages

Many functions begin with a reception. This serves as an ice breaker and allows for the varying arrival times of the guests. A reception also makes it possible for guests to move around and to socialize with others.

If a reception is to precede the function, the availability of beverage service should be provided in a style compatible with the function. For example, the host may be unable to afford an open bar, however, he or she may want the club to offer wine and champagne by the glass, and soft drinks and beer by the bottle. This service eliminates the cost to the sponsor, but still provides an opportunity for social interaction.

Beverage service will often extend beyond the reception. The sponsor should be asked if they would like wine to be served with the meal. If so, a widely used rule of thumb is that two bottles of wine per course for ten guests will be needed.

If the sponsor's budget does not permit the expenditure for wine and the sponsor wishes to have it available, wine and other beverages may be sold by cash at the individual table by the servers. A card listing a limited number of beverages may be placed on the table to facilitate sales.

The host should be asked whether after dinner beverages are desired. This may include coffee, tea, dessert wines, port, cognac, or coffee with alcoholic spirits.

### Portable Bar Service

If beverage service is to be provided by portable bars, there are two types of bars used for special functions:



Cash (No Host) Bar: A cash or no host bar is one in which the guests pay for their drinks as they receive them at prevailing prices. A cash register is placed at the bar and drinks are dispensed at regular prices. This arrangement is especially appropriate for sponsors with budgetary restrictions, yet wish to provide full beverage service. If there is a minimum hourly sales requirement, the policy should be explained.

Open Bar or Hosted: An open bar or hosted is one in which the guests do not pay for the drinks they order. The host pays for the amount consumed as determined between a combination of the opening and closing cash register reading and the difference between the beginning and ending inventory.

open bars may be operated with the following limitations:

Hourly Open Bar: The host pays a pre-determined amount for the dispensing of an unlimited number of beverages for a specific period (i.e., one or two hours.)

Consumption (Limitation) Bar: The host establishes a dollar amount that they wish to spend, and when the cash register reaches that amount, the bar is closed. (The sponsor has the option to have the bar reopened as a cash bar.)

NOTE: The information on the four types of bar arrangements discussed above may be reproduced and used as a separate information handout to the customer. A sample handout is contained in Section 4 (Supplementary Information).

### Selling Wine

As a minimum, special function bars should be stocked with red, white, and blush house wines. Premium wines should be part of premium (call brand) bars.

When assisting the client in the selection of wine(s) to accompany their menu, it is helpful to know the characteristics of certain wines (i.e., dry, fruity, sweet etc.). Wine can then be matched to specific menus or entrees according to their characteristics. If possible, the sales staff should sample the wines available for banquet functions. After all, it's easier to sell wine that is familiar to you.

If a client requests a particular wine or other beverage that the club doesn't offer, make every attempt to determine if it can be obtained. Remember, the guiding philosophy behind meeting clients' requests is, if it isn't prohibited by regulation, it can probably be done (or provided) ... for a price.

The serving of alcoholic and non-alcoholic beverages is the sponsor's decision. The role of the catering representative is to make the sponsor aware of the options available.

#### ACCOMPANIMENTS

There are numerous additional touches that can enhance the success of the event. These may range from a portable live greenery and simple floral arrangements to ice carvings, champagne fountains, and so on. Some items are normally provided at no additional cost (i.e., flag, podium, etc.) while others are revenue producing option (audio/visual equipment, candelabra etc.). A listing of optional items should be listed in the catering brochure or on a separate handout to be presented to the client when firming arrangements.

SAMPLE LISTING OF ACCOMPANIMENTS IS CONTAINED IN SECTION 2 (The catering Brochure).

#### Function Reservation Book

Function Reservation books are used to coordinate the daily assignment of rooms, functions, and times. The function book should be sufficient in size to record reservations for at least a 12 month period.

The book should be developed to meet individual club requirements. As a minimum, it should space for the following information:

1. Date and time of the event
2. Name, address, and phone number of the host
3. Type of function
4. Name of the room reserved for the function
5. Expected number of guests
6. Agreement or contract number
7. Notations of special arrangement or requirements

If you can't accommodate the client on the dates and times requested, offer alternative dates. When selling "less desirable" dates, club policy should permit the latitude to offer complimentary incentives such as wine, dessert, candles, flowers, etc.

Price should not be negotiable. There is a greater perception of value when something "extra" is offered in lieu of discounting established prices. Rather than have a client walk out without a tentative booking being made, (If the client can't be accommodated and is not flexible on a date) consider offering the client a "First Option" on the space and date desired. Place a GOLD STAR on that page in the function book and file the "First Option" form chronologically in a "First Option" file (See example below). If the booked function is cancelled or changed to another room or date, the catering representative, noting the gold star affixed to the page, refers to the "First Option File" and calls the client to determine whether they are still interested in the reservation.

#### FIRST OPTION

DATE & TIME FUNCTION DESIRED:\_\_\_\_\_

ESTIMATED # OF GUESTS:\_\_\_\_\_

ROOM:\_\_\_\_\_

NAME:

ADDRESS:

PHONE # \_\_\_\_\_

TYPE OF FUNCTION:\_\_\_\_\_

DETAILS:

#### CLOSING THE SALE

After the details have been noted, and all the questions answered to the satisfaction of the client, the last steps before presenting the agreement for signature include:

- \* Verbally recapping what has been agreed upon.
- \* Recapping what things if any, the club will check on and in what time frame they will get back to the client.
- \* what information, if any, the client will provide to the catering office and in what time frame.

## THE AGREEMENT

The last step in the sales process is the signing of the agreement (Contract). The client 'nay feel somewhat apprehensive when the moment arrives to affix their signature to a document which is binding upon them (and the club)

Because of this, a concentrated effort should be made to make the agreement "user friendly." By this, we mean in business-like, but friendly manner. Words such as, "Prohibited, unauthorized, must", etc., and phrases such as, "the sponsor will or shall..." should be avoided.

UNLESS A REGULATION SPECIFICALLY PROHIBITS SOMETHING. A CLIENT SHOULDN'T BE TOLD THAT WHAT THEY WANT IS "PROHIBITED" INSTEAD. INFORM THE SPONSOR THAT THE COST OF OBTAINING OR PROVIDING WHATEVER IS DESIRED (I.E. THROWING RICE) IS \$  
The club always has the option of making the cost of something high enough to cause the sponsor the choose an alternative, without saying that IT is prohibited.

KEEP PENALTY CLAUSES AND DEADLINE TO A MINIMUM. GOOD BUSINESS SENSE WILL DETERMINE WHEN IT IS NECESSARY TO EXPRESS A POLICY FIRMLY; REMEMBER, THE CLUB IS TRYING TO BUILD ITS CATERING BASE AND ONE WAY TO DO THIS IS WITH GOOD WILL AND A FLEXIBLE POLICY.

NOTE: A sample club agreement is provided in SECTION 4 (Supplemental Information).

## TELEPHONE MARKETING

Telephone marketing can be an excellent source of new business. Before embarking upon this sales technique, you need a plan which includes:

- \* Whom you wish to target. (The Target Audience)
- \* What key bites of information you want to convey. (The Message)
- \* The results you hope to achieve. (Expected Results)

### The Target Audience

Your market includes individuals who are getting promoted, engaged, married, celebrating an anniversary, retiring, etc. A good source for identifying these categories of personnel is the installation newspaper. By reviewing the paper's social events column you'll obtain some excellent prospects.

Another audience is the organizational units assigned or attached to your installation. These organizations may be interested in conducting their next unit party, organization day events, and other special occasions at your facility.

### The Message

You have only a brief opportunity to state the reason for your call, to describe the catering services you offer, and to create enough interest to gain a positive response from the person contacted. To realize the most opportunity for successful selling, a script should be prepared which contains the key points that you want to convey. Bear in mind that whatever you plan to say must be clear, concise, and appealing enough to create interest. The catering representative should practice the presentation so that it sounds natural and not as if it was being read. Here's an example:

"GOOD MORNING, MS. BENSON. THIS IS CARL WHITMAN FROM THE CATERING DEPARTMENT OF THE CAMP BUTLER CLUB SYSTEM. WE NOTED THE ANNOUNCEMENT OF YOUR DAUGHTER'S WEDDING IN THE POST NEWSPAPER, AND WOULD LIKE TO EXTEND OUR BEST WISHES TO THE FAMILY.

WE WOULD ALSO LIKE TO OFFER OUR CATERING SERVICES FOR THE RECEPTION IF YOU HAVE NOT ALREADY MADE ARRANGEMENTS. AS YOU KNOW, WE SPECIALIZE IN WEDDING RECEPTIONS AND WE PROVIDE A CHOICE OF SERVICES TO MAKE THE OCCASION A MEMORABLE EVENT.

I'D LIKE TO EXTEND AN INVITATION TO VISIT OUR CATERING OFFICE SO THAT WE CAN SHOW YOU THE MANY ATTRACTIVE SERVICES THAT WE OFFER. IT WOULD BE OUR PLEASURE TO CATER YOUR DAUGHTER'S RECEPTION."

This type of telephone enquiry can be applied to a most any situation, person, or group. For example, suppose the call was to a person whose name just appeared on the promotion list:

"GOOD AFTERNOON, MAJOR DILLON, CONGRATULATIONS ON YOUR PROMOTION TO LIEUTENANT COLONEL. THIS IS CARL WHITMAN, FROM THE CATERING DEPARTMENT OF THE CAMP BUTLER CLUB SYSTEM.

WE'D LIKE TO OFFER OUR CATERING SERVICES FOR YOUR PROMOTION PARTY IF YOU HAVEN'T ALREADY MADE OTHER ARRANGEMENTS. I'D LIKE TO EXTEND A PERSONAL INVITATION TO VISIT OUR CATERING OFFICE SO THAT WE CAN SHOW YOU OUR FULL RANGE OF PARTY SERVICES."

### Expected Results

The ideal success from this type of inquiry would be a tentative reservation or a firm appointment to further discuss the special event. At the least, your minimum goal should be to obtain prospective client's approval to send them a copy of the catering brochure.

## Follow Up

After the call, if an appointment was made, this and other relevant information gained should be noted on a marketing report.

Note: A sample format is contained in Section 4 (Supplemental Information).

In some instances, it may be necessary to make a follow-up call because the person contacted will want to discuss the matter with their spouse or family. This information should be noted on the form.

Always follow up of an opportunity exists for the client to make a tentative reservation or an appointment.

## MARKETING BY MAIL OR OTHER MEDIA

In addition to your catering brochure, in house posters, and photo displays, there are additional opportunities to publicize your catering operation. These can be used just before promotion cycles, class graduations, sports tournaments, etc. Examples of media marketing include:

a. Direct Mail. This may consist of a specially prepared flyer or a mini-brochure that describes the availability and advantages of the club for catered events.

b. Promotional Tie-Ins. Your catering program can be promoted by spot announcements at bingo and other club events. Consider offering complimentary bite-sized samples of the club's signature dishes available for catered events.

c. Advertising in command newspapers and other publications targeted to the military community. Advertising of this nature has the potential to be seen and read by a large audience. Generally, whenever there is a paid advertisement, it is recommended that the copy and illustrations be professionally prepared. This will help insure that the copy is eye-catching and appropriate to your target audience. When considering the cost, remember that your ad is competing with professionally prepared ads for the reader's attention.

d. Flyers distributed to residences and high traffic areas. Flyers in this category are normally reminder types that typically say something such as:

"Let us cater your next special event. For your next function or party, leave the planning and preparation to us. Whether it is a function for 10 or 300 we can make it memorable occasion. For more information, contact our catering manager, Name\_\_\_\_\_ at phone number\_\_\_\_\_."

e. Tie-in with other MWR activities. Cross-promote your catering program with other activities such as the bowling and golf centers, child care facilities (good opportunities for birthday parties), etc. This promotes increased market awareness of your program and costs you nothing!

f. Video presentations in high traffic areas. In the cosmetic section of many department stores, there are continuous video presentation on how to apply makeup, etc. This is an inexpensive and effective method of attracting potential customers to buy a particular product.

Similarly, a video depicting successful club events, banquets, buffets, decorations, and special theme parties can be an excellent merchandising and sales presentation. A video presentation may achieve two purposes--in high traffic areas such

as the MCX, commissary, and the club lobby, it can effectively promote increased awareness of the availability of the club catering for a wide variety of special events. When used within the catering office, a video presentation can be a visually persuasive sales tool for the prospective clients.

g. Employees. This is an opportunity that's often overlooked by management. Employee recommendations can result in additional bookings. Make sure your employees know about your catering program and offer them an incentive (i.e., a discount coupon) if a firm booking occurs as a result of their recommendations.

h. Members. Encourage membership recommendations of your catering program. Offering an incentive such as a complementary dinner for two if someone books a function based upon a member's recommendation.

i. Word of Mouth. This one of the most powerful and effective means of generating additional business. However, this can also work AGAINST your catering program if word of mouth is negative. To illustrate:

A successful event will often result in repeat business and positive recommendations to others by the sponsor and his/her guests. On the other hand, a less-than-successful function may produce negative comments and a loss of future business. (That's why after-event follow up is critical.)

IT'S MUCH EASIER TO DO IT RIGHT THE FIRST TIME THAN GETTING A DISSATISFIED CLIENT TO RETURN. The extra effort it takes to assure a function's success can garner highly favorable publicity. You can help motivate the catering personnel through an incentive program. This is discussed in the next topic, "Gratuity or Service Charge Distribution."

#### GRATUITY OR SERVICE CHARGE DISTRIBUTION

It is a major management challenge to consistently receive a high degree of interest, involvement, and motivation from catering employees who perform the same function day after day.

Catering operations have responded to this challenge by setting a standard which insures service personnel (waitstaff, bartenders, warewashers, set-up crews and cooks) receive a portion of the gratuity or service charge distribution. Gratuities are considered to be any charge tip voluntarily added by the patron to his bill. A service charge is an amount of money automatically added to a patron's bill by the activity.

An example service charge distribution to service personnel is as follows: (CHANGES TO AN EXISTING GRATUITY OR SERVICE CHARGE DISTRIBUTION PLAN SHOULD BE COORDINATED WITH YOUR PERSONNEL OFFICE AND WITH THE UNION, IF APPLICABLE.)

|                             |     |
|-----------------------------|-----|
| 1. Warewashers and Cooks    | 15% |
| 2. Set-Up Crew              | 10% |
| 3. Waitstaff and Bartenders | 75% |

Service personnel may receive their share of the distribution based upon the number of hours worked on banquets for the period.

For example, assume that \$100 was available for distribution at the end of a 2-week period and there were 35 hours associated with banquet service:

Person "A" Worked 10 hours divided by 35 = .285 x \$100 = \$28.50

Person "B" Worked 20 hours divided by 35 = .571 x \$100 = \$57.10

Person "C" Worked 5 hours divided by 35 = .144 x \$100 = \$14.40

|                |          |
|----------------|----------|
| 35 hours total | \$100.00 |
|----------------|----------|



NOTE: Management personnel and personnel assigned administrative duties are prohibited from accepting tips or participating in receipt of distributed service charges.

The advantage to equitable distribution of money based upon hours, not on who worked a particular party, is management avoids claims of favoritism by assigning only "certain" service personnel to all the "good" parties.

#### CORRESPONDENCE AND FORM LETTERS

Letters relating to the catering operation can aid in the club's marketing and sales efforts and serve as a public relations tool. Correspondence or form letters should be developed for specific applications, and prepared in a businesslike, but friendly manner. They should be written in a first person format and should avoid being overly solicitous. Once established, a correspondence file should be updated, and reviewed at least annually.

Preparation of correspondence of this nature is sometimes viewed as an additional administrative burden; however, the potential benefit to current and prospective clients is immeasurable. A written follow-up of an interview, or a "Thank You" note to the host or sponsor of an event conveys the message, "You are important to us, and we appreciate and value your business."

Every club should develop correspondence form letters which are most appropriate to their operation. Some of the more frequently used letters may include:

- Follow Up On Tentative Reservation
- Confirmation Of Booking
- Follow-Up After An Inquiry
- Cancellation of A Function
- Follow-Up On Event Held At Another Facility
- Direct Marketing - General Audience
- Direct Marketing With Brochure To Target Audience
- Thank You and Annual Follow Up

NOTE: Samples of the above letters are contained in Section 4 (Supplemental Information).

## SECTION 2

### THE CATERING BROCHURE

INTRODUCTION. Earlier, it was mentioned that the catering sales office should convey an image of professionalism and should appeal to the aesthetic values of the client. Of equal or even more importance is the sales brochure. This sales tool should reflect the chef's culinary skills, the attention to detail that the club will provide, and most importantly, the reassurance that THE CLUB WILL DO IT RIGHT!

This section contains subjects that are applicable to most clubs. Topics which are most often contained in club brochures can be found in the pages that follow. The sample information provided should be tailored to meet local requirements with subjects added or deleted depending upon your particular operation.

The information which follows reflects policies and procedures applicable to most operations and is intended to convey information in a clear, concise, and user-friendly format. There is a minimum of will nots, cannots, prohibitions, and other negative words. The emphasis is upon a, "YES WE CAN" ATTITUDE.

### SAMPLE CONTENTS

#### Dear Member

This Catering Brochure has been prepared to assist you in planning your event at the \_\_\_\_\_ Club. Space limitations prevent us from describing everything we can do; however, we will do our utmost to assure that you are pleased with the results. If there is something you'd like but cannot locate within this brochure, please call us and we will make every effort to accommodate your requests.

The opportunity to arrange for catered events is open to members in good standing of a military club. A catered event is defined as exclusive use of a private room which entails special planning; e.g., luncheons, dinners, wedding receptions, change of command receptions, etc.

The club is governed by, and must comply with, Morale, Welfare, and Recreation Policy. Since the club is not permitted to subsidize the cost of private parties, our prices reflect the cost necessary to provide the type of service requested. No group or individual may receive special prices or privileges that are not available to the membership as a whole.

### Reservation/Deposits

Catering facilities and services are provided on a first-come, first-served basis. Reservations for a particular room are determined by the number of guests and the arrangements and services to be provided. Preliminary arrangement for a function may be made by telephone or in person. A function is tentative until the sponsor signs a catering agreement and makes a deposit of \_\_\_\_\_ (\$ or %). The agreement should be signed at least \_\_\_\_\_ days prior to the scheduled function. This permits the club to assure that the food, staffing, and arrangements receive the attention they deserve.

To avoid misunderstandings and to help assure the success of your event, please be sure that all your requirements are noted in the agreement. For large functions, we recommend that one individual be designated to coordinate all requirements with the catering office. Any changes to the agreement should be made only by the sponsor or the individual so designated by the person signing the agreement. Please schedule an appointment with a catering representative by calling \_\_\_\_\_

### Guarantees

Please provide us with the approximate number of expected attendees \_\_\_\_\_ days prior to your special function. Sponsors are requested to furnish the catering office with the guaranteed number of attendees at least \_\_\_\_\_ hours before the function.

The club will prepare food for five percent (5%) more than the guarantee. If the actual number of guests exceeds the guaranteed figure by more than 5%, the club reserves the option to provide similar menu items for the additional guests.

If more than one entree will be served, a guaranteed figure is needed for each entree. Sponsors are obligated to pay for all guests served. If the actual number of persons attending is less than the guaranteed number, the sponsor will be charged the guaranteed amount.

### Cancellations

Without sufficient advance notice, cancellation of a function results in costs to the club (i.e., food has been ordered, labor commitments have been made, and supplies and equipment are in place ready for use in the particular function).

If a function is cancelled without \_\_\_\_\_ advance notice the deposit will be forfeited. Cancellations may be made by phone by the sponsor with written confirmation following within 24 hours.

### Introduction of Food/Beverages into the Club

Due to health and safety requirements, except for ceremonial cakes, MWR policy does not permit the introduction of food or beverages by any member, guest, or group for consumption within the club.

### Gratuity

A gratuity of \_\_\_\_% will be added to the total cost of the food and beverage portion of your function. This gratuity will be shared among all personnel who worked upon your event. (NOTE: IRS regulations require that ALL gratuities must be disbursed to the employees concerned and may not be retained by management.)

### Service Charge

A service charge of \_\_\_\_% will be added to the total cost of your function. \_\_\_\_% of this amount will be distributed to all of the staff who worked on your event. The remainder will be used to defray the cost of the catering office, the catering brochure, and related materials. (NOTE: If a service charge is imposed rather than a gratuity, it must be made clear to the sponsor that not all of the amount is for distribution to the employees).

### Split Menus

We recommend that only one entree be selected for a sit down function. This will help expedite preparation and service to your guests. Additional serving time should be programmed when two (maximum) entrees are selected. If a split menu is desired, there is an extra charge of per person to cover the additional preparation and serving time. When two entrees are being served, we will provide the sponsor with color coded place cards so that the servers may distinguish what each guest will receive.

### Cakes

We can recommend several reliable bakeries. They have provided us with pictures of their cake designs and their prices. We will assist you with your arrangements, or you may make them on your own. To assure timely delivery of your cake, we recommend that you call the baker on the morning of the day of your event.

### Candles

The club has several varieties of candles available at nominal cost. These include tapered 12 and 15 inch lengths in white and red colors, and low-boy candles (Glass patio lamps with netting) in red, blue colors. Candelabras with or without candles are also available.

### Decorations

Table and floor decorations, such as flowers or balloons, are welcome for all functions. However, because many items in the club are unique, expensive, and can be easily damaged, please coordinate with our catering office prior to affixing any decoration to the walls, ceiling, doors, or fixtures. Please remove all decorations at the conclusion of the event. We regret that we cannot be responsible for decorations left in the club.

### Entertainment

We can recommend and arrange for entertainment to suit your particular event. This includes musicians and groups of every musical style, as well as magicians, jugglers, clowns, and other specialty performers. You may prefer locating the entertainment yourself; in either case, due to liability and safety considerations, entertainment must be contracted for and paid by the club using a standardized commercial entertainment contract.

If you do not require live entertainment, the club can furnish pre-recorded cassette tapes for the function. If you wish to use the club's in house system, please have this noted in your agreement. We ask that entertainment conclude at least 15 minutes prior to the scheduled ending time of the event as noted in the agreement.

### Floor Plans

There are various room and seating arrangements available for your special function. Please consult the catering staff for further information. (NOTE: SAMPLES ARE CONTAINED IN SECTION 4)

### Flowers and Balloons

Flowers, floral centerpieces, portable plants and greenery, and balloons can add a festive accent to your function. Our staff can recommend ideas to brighten your event at prices within every budget.

### Linen

We offer a wide selection of color-coordinated table cloths and napkins. Samples are available in the catering office.

### Photographer Services

The catering office can assist you in contacting a professional photographer to record your memorable occasion.

### Microphones, Podiums, and Audio/Visual Equipment

A podium and a stand-up microphone is available at no additional cost. There is a charge for audio/visual equipment such as lavalier microphones, overhead and slide projectors, screens, etc. Please discuss your requirements with the catering staff.

### Wedding Receptions

We specialize in making this occasion a memorable event. Please ask our catering office personnel for our wedding brochure.

### Rental of Club Serving Equipment/Other Items

The Club has a limited quantity of serving trays, pans, glasses, china, flatware, tables, linens, etc., for rental for your private parties at home. Please request our list of available items.

### Services Outside of the Club

The club can deliver food and rental items to on-base locations. For labor and other costs associated with this service, please contact the catering office.

### Accompaniments:

NOTE: Part or all of the following information may be included in the brochure, or may be reflected as supplemental handout to be given to the client (see sample in Section 4). The following items may be obtained at nominal cost to accompany your event:

America Flag and Stand (No charge)  
Bud Vases  
Candelabra  
Champagne Fountain  
Dinner Chimes  
Easels  
Gavel  
Lavalier Microphones  
Overhead Projector  
Table Skirting in choice of colors:  
    White, Blue, Pink, Beige, Yellow  
Portable dance floors (Size 12' x 12' or 24' x 24')  
Screen  
Seasonal Silk Floral Arrangements  
Slide Projector  
Table Numbers and Stands (No charge)

Payment:

Cash/Check: Paid before or immediately after the function.

Club card account charge. Visa or MasterCard: In-house charges  
are accepted from club members in good standing.

Pro-Rating: If a sponsor desires to have the function  
charged to individual member's accounts, the catering office can  
provide forms for this purpose. The sponsor is responsible for  
furnishing an alphabetized list of names with club numbers no  
later than the first working day following the function.

Non-members attending a function may not be included on the  
pro-rated list. The sponsor is responsible for collecting from  
these guests. Only the sponsor or designated representative may  
add or delete names from the pro-rated listing. The club accepts  
pro-rated arrangements with the understanding that the sponsor is  
ultimately responsible for full payment of the event.

## SECTION 3

### WEDDING RECEPTIONS

#### INTRODUCTION

A wedding is usually the single most important event in a person's life, and the very nature of a wedding reception demands the utmost skill, attention to detail, and careful coordination with the bride & groom and the individuals making the arrangements.

A representative from the catering office or club management should be present from the moment the first guest arrives until the final bouquet has been thrown. The single most important role of the catering staff should be the sincere assurance that the wedding reception is in the capable hands of an experienced staff and that IT WILL BE DONE RIGHT.

Wedding receptions can be major revenue producers. To help assure success, the following areas should receive major emphasis:

\*Development of a separate wedding brochure. Your club conveys the importance it places on wedding receptions through the publication of a wedding reception brochure. This is true regardless of the size and details of the brochure itself. (Sample contents are contained in the section.)

\*Checklist. A checklist that covers virtually every facet of wedding reception planning and execution should be used by the club. This helps avoid last minute glitches and reduces the possibilities of major omissions in the planning and arrangement. (See sample in this section).

\*Decorations. table setting. room layout. and flow. These areas are often major concerns of the bride and the family. These topics should be discussed in detail with the parties concerned and once agreement has been reached, the sponsor should initial the diagram or the agreement that reflects how these arrangement will be carried out.

\*Clubs should offer a minimum of three complete plans for each of the following wedding functions:

Hors d'oeuvres Receptions  
Stand-up Buffet  
Seated Buffet  
Seated Dinner

Complete plans should include everything; i.e., food, beverages, live entertainment, champagne toast, wedding guest book, color coordinated linen, cake, and floral arrangements.



## SAMPLE WEDDING BROCHURE CONTENTS

Welcome and thank you for selecting the \_\_\_\_\_ Club. We have been hosting weddings and receptions for over \_\_\_\_years, and we want to make your wedding reception one of the most cherished memories of your life.

We provide a choice of several complete, all-inclusive plans in several prices ranges, or the opportunity to custom-design arrangements or a combination of both. We offer seated dinners, seated buffet dinners, and stand-up receptions. In each category, there are varied menus and options which enables you to tailor your reception to meet your specific desires. Our attention to detail is designed to make your arrangements and planning smooth and worry-free.

Room capacities vary according to the configuration of the bar entertainment arrangements. For your planning purposes, room capacities are indicated below:

| <u>ROOM</u>     | <u>SEATED DINNER</u> | <u>SEATED BUFFET</u> | <u>STAND-UP</u> |
|-----------------|----------------------|----------------------|-----------------|
| Conner Room     | 350                  | 320                  | 500             |
| Somerset Room   | 40                   | 35                   | 60              |
| Windermere Room | 110                  | 80                   | 150             |

A complete wedding is booked for four hours for seated functions, and two and one-half hours for stand up receptions.

Pricing for the all-inclusive plans is based on the menu and type of reception selected. The three categories of receptions available include stand-up receptions, seated dinners, and seated buffet dinners.

The menus available for each category follow this section. Wedding cake of your choice is included with each menu.

Open bar. An open bar is included in the package price. The bars are open for the entire two and one-half hour period for stand up receptions. For seated dinners and seated buffets, the bars are open for three hours and during the meal-hour, carafes of wine are provided for each table of ten guests. A champagne toast for all guest included with the bar arrangements.

Live Entertainment. An orchestra or trio is included in the price of the plans. Where there is a final count of 100 or more guests, an orchestra is provided; if your reception is less than 100 guests, the plan includes a trio.

Flowers. Floral decorations are provided for the bridal and cake tables, for seated dinners and seated buffet dinners. For cocktail receptions, the buffet centerpiece is provided in lieu

of the bridal table centerpiece. The remaining guest table are provided candles.

Linen. Napkins are available in a variety of colors for seated functions. Tablecloths are normally white, and tables which require skirting (cake, gift, book, etc.) are skirted in white. Additional decorations are available, if so desired.

Personal Items. Brides may wish to bring family cake knives and servers, engraved champagne goblets, special tablecloths, imprinted napkins and matchbooks, and other items. These items may be brought to the club within 24 hours of the reception. We will be happy to place these items at the reception for you.

Our plans also include the wedding guest book, all service charges and set-up fees (except those related to package modifications), and supervision by trained professional catering sales managers and service staff.

Rice. The throwing of rice, confetti, bird seed, or flower petals is time consuming and difficult to clean up; for this reason, if any of these items will be thrown during the reception, there will be a clean up charge of \$\_\_\_\_\_

Additional Touches. Listed below are optional items at nominal cost that will be provided upon request.

Additional appetizers  
Hot Hors d'oeuvres  
Ice Sculptures  
Candelabra  
Champagne Fountain  
Lace Overlays for the Cake Table  
Take Home Deli Tray for the Family  
Cheese Display and Raw Vegetable Mirror  
Premium Champagne: (Korbell, Great Western, or Moet et  
Chandon)  
Additional or Specialty Desserts

STAND UP BUFFETS

REGENCY BUFFET

Assorted Cheese & Crackers  
Deviled Eggs  
Assorted Raw Vegetable with Dip  
Cocktail Mousse  
Hot Chili Con Queso with Taco Dip  
\*\*\*\*\*  
Choice of Two Hot Hors d'oeuvres

Crab Puffs                      Sweet & Sour Meatballs  
Egg Rolls                      Breaded Mussels  
Italian Meatballs              Quiche Lorraine  
\*\*\*\*\*  
Coffee and Tea  
\*\*\*\*\*  
Wedding Mints

DELUXE BUFFET

Fresh Fruit Tree  
International Cheese Station  
Assorted Canapes  
Deep Fried Cauliflower  
Batter Fried Mushrooms  
Deviled Eggs  
Chicken Hot' Lips  
Assorted Raw Vegetables with Dip  
Oysters and Clams on the Half Shell  
Assorted Finger Sandwiches  
Hot Chili Con Queso with Chips  
Assorted Chips and Cold Dips  
\*\*\*\*\*  
Carved Tenderloin of Beef with Tea Rolls  
\*\*\*\*\*  
Choice of Two Hot Hors d'oeuvres  
Pizza Puffs                      Sweet & Sour Meatballs  
Egg Rolls                      Breaded Mussels  
Italian Meatballs              Quiche Lorraine  
\*\*\*\*\*  
Petite Fours  
\*\*\*\*\*  
Coffee and Tea  
\*\*\*\*\*  
Wedding Mints

INTERNATIONAL BUFFET

Pineapple Tree with Fresh Fruit  
Vegetable Blue Cheese Dip and Assorted Cheese  
Pate de Maison and Steak Tartar  
with Party Rye and Pumpernickel Breads  
\*\*\*\*\*

Assorted Canapes Consisting of  
Smoked Oysters and Clams, Chicken, Ham,  
and Shrimp Mousse in Pastry Puffs  
Smoked Salmon, Red and Black Caviar  
Crab Aspic, Comets of Salami  
Corned Beef and Cream Cheese Roulettes  
Deviled Eggs and Stuffed Celery  
California Walnut Pate  
Assorted Tea Sandwiches  
\*\*\*\*\*

Hand Carved Steamship Round of Beef  
Fried Maryland Crab Puffs  
Bacon-Wrapped Chicken Livers  
Clams Casino  
Chicken Nut Puffs  
Bourbon Franks  
Barbecued Riblets  
Swedish Barbecued or Sweet and Sour Meatballs  
Tempura Fried Vegetables  
Mushroom Caps Singapore  
\*\*\*\*\*

A Variety of Rolls, Party Breads and Condiments  
\*\*\*\*\*

Apple and Almond Fritters  
\*\*\*\*\*

Coffee and Tea  
\*\*\*\*\*

Wedding Mints and Nuts

SEATED BUFFETS

KENSINGTON BUFFET

Fresh Fruit Cocktail  
Assorted Juices  
Ham, Bacon, and Sausages  
Scrambled Eggs  
Hash Browned Potatoes  
Creamed Beef  
Biscuits  
Belgian Waffle and Omelet Station

Coffee and Tea

WELLINGTON BUFFET

Assorted Iced Relishes  
Peach Aspic with Walnut Dressing  
Fruited Jello Molds with Cottage Cheese  
Green Beans vinaigrette Salad  
Tossed Garden Salad  
Choice of Dressing  
\*\*\*\*\*  
Beef Stroganoff  
with buttered Egg Noodles  
Broiled Filet of Sole Almandine  
\*\*\*\*\*  
Potatoes au Gratin  
French-cut Green Beans  
Glazed Petite Carrots  
\*\*\*\*\*  
Assorted Rolls and Whipped butter  
\*\*\*\*\*  
Strawberry or Chocolate Mousse  
\*\*\*\*\*  
Coffee or Tea  
\*\*\*\*\*  
Wedding Mints

STRATFORD BUFFET

Assorted Iced Relishes  
Gazpacho Aspic with Sour Cream  
Peach Aspic with Walnut Dressing  
Fruited Jello Mold with Cottage Cheese  
Fruit Salad Bowl  
Three Bean Salad  
Cucumber and Tomato Salad  
Tossed Garden Salad  
\*\*\*\*\*  
Top Sirloin of Beef  
Breast of Chicken Normandy  
Seafood Newburg au Sherry  
Rice Pilaf, Potatoes au gratin, Peas  
and Pearl Onions, and Glazed Carrots  
\*\*\*\*\*  
Assorted Rolls and Whipped Butter  
\*\*\*\*\*  
Par fa it  
(Your choice of cordial filling)  
\*\*\*\*\*  
Coffee or Tea  
\*\*\*\*\*  
Wedding Mints

SEATED DINNER MENUS

(Select One in each Category)

APPETIZERS AND SOUPS

Frosted Fruit Cup au Kirsch  
Melon with Strawberries (In Season)  
French Onion or Cream of Broccoli  
Tossed Garden Salad \* Chef's Caesar Salad

ENTREES

\*Breast of Chicken Veronique with seedless grapes.  
\*Breast of Chicken stuffed with apple and almond dressing.  
\*Veal Princess - sautéed with asparagus & Hollandaise  
sauce.  
\*Veal Cordon Bleu - stuffed with Swiss cheese and ham.  
\*Roast Top Sirloin of Beef - with mushroom sauce.  
\*Prime Rib - Au Jus and with creamy Beefeater sauce.  
Assorted Dinner Rolls and Butter

VEGETABLE:

Broccoli, Peas, String Beans, Glazed Carrots

POTATO OR RICE:

Baked, Oven Roasted, Parsley New Potatoes or Rice Pilaf

DESSERTS

Creme de Menthe Parfait  
Chocolate or Strawberry Mousse  
Sherbet or Ice Cream

\*\*\*\*

Coffee and Tea

\*\*\*\*

Wedding Mints

## PRICES

### Stand Up Buffets

Regency buffet.....\$\_\_\_\_\_ per person

Deluxe Buffet.....\$\_\_\_\_\_ per person

International Buffet..... \$\_\_\_\_\_ per person

### Seated Buffets

Kensington Buffet.....\$\_\_\_\_\_ per person

Wellington Buffet.....\$\_\_\_\_\_ per person

Statford Buffet.....\$\_\_\_\_\_ per person

### Seated Dinners

Chicken Veronique..... \$\_\_\_\_\_ per person

Chicken Stuffed With Apples & Almonds.....\$\_\_\_\_\_ per person

Veal Princess.....\$\_\_\_\_\_ per person

Veal Cordon Blue.....\$\_\_\_\_\_ per person

Roast Sirloin of Beef.....\$\_\_\_\_\_ per person

Roast Prime Rib.....\$\_\_\_\_\_ per person

### Optional Items

Ice Carvings.....Please ask caterer

Take Home Deli Tray.....\$\_\_\_\_ each

Korbell Champagne.....\$\_\_\_\_\_ P. P.

Great western champagne.....\$\_\_\_\_ P.P

Moetetchandon champagne.....\$\_\_\_\_ P.P.

Continental Butler Service.....\$\_\_\_\_\_ P.P.

Please provide the guaranteed guest count at least \_\_\_\_\_ hours prior to the reception. This is the minimum number of guests for which you will be billed.

Please provide the final cake count\_\_\_\_\_ hours in advance of the reception.

Payment:

Cash/Check: Paid before or immediately after the function.

Club card account charge Visa or MasterCard: In-house charges are accepted from club members in good standing.



WEDDING RECEPTION  
CHECKLIST

DATE \_\_\_\_\_ TIME \_\_\_\_\_  
ROOM \_\_\_\_\_

MEMBER'S NAME \_\_\_\_\_ RANK \_\_\_\_\_ CLUB CARD  
# \_\_\_\_\_

NAME OF  
BRIDE/GROOM \_\_\_\_\_  
MEMBER'S  
ADDRESS \_\_\_\_\_

PHONE: HOME \_\_\_\_\_  
BUSINESS \_\_\_\_\_

TIME OF CEREMONY \_\_\_\_\_ TIME OF  
RECEPTION \_\_\_\_\_

NUMBER OF GUESTS EXPECTED \_\_\_\_\_

NO. AT BRIDAL TABLE \_\_\_\_\_ FAMILY TABLE \_\_\_\_\_

LINENS: TABLE CLOTHS \_\_\_\_\_ NAPKIN COLOR \_\_\_\_\_ NAPKIN  
FOLD \_\_\_\_\_

SKIRT COLOR \_\_\_\_\_ VALANCE COLOR \_\_\_\_\_

GUEST BOOK TABLE \_\_\_\_\_ GIFT \_\_\_\_\_

TABLE \_\_\_\_\_  
CAKE KNIFE & SERVER \_\_\_\_\_ BRIDE & GROOM GLASSES \_\_\_\_\_ NAPKINS \_\_\_\_\_

MATCHES \_\_\_\_\_

FLOWERS: CLUB CENTERPIECES \_\_\_\_\_ FLORIST \_\_\_\_\_ FLORIST NAME \_\_\_\_\_

TIME OF DELIVERY \_\_\_\_\_

NAME OF BAKER \_\_\_\_\_ TIME OF

DELIVERY \_\_\_\_\_

MUSIC \_\_\_\_\_ NAME OF GROUP \_\_\_\_\_ STARING

TIME \_\_\_\_\_

DANCE FLOOR \_\_\_\_\_

REFRESHMENTS: BAR\_\_\_\_\_ ALCOHOL PUNCH \_\_\_\_\_ BEER/WINE\_\_\_\_\_

NON-ALCOHOLIC \_\_\_\_\_ CHAMPAGNE FOUNTAIN \_\_\_\_\_

TYPE OF RECEPTION: BRUNCH \_\_\_\_ LUNCHEON \_\_\_\_ SEATED DINNER

GRATUITY \_\_\_\_\_

Rice, birdseed, confetti, etc., thrown inside or outside club  
premises - \$25.00

\*Guest list (includes band, florist, bakers) to be furnished 3  
days prior to function, in alphabetical order.

\* If access thru controlled gate is required.

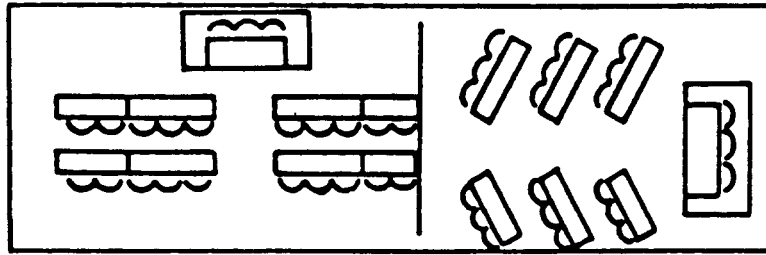
## SECTION 4

### SUPPLEMENTAL INFORMATION

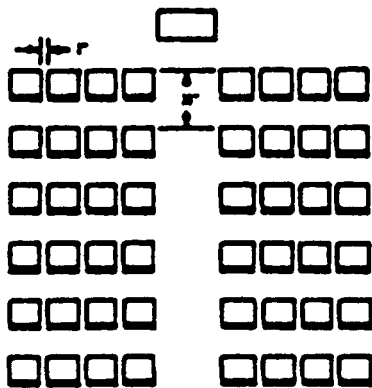
NOTE: The following information may be used as a handout to the client.

Room Layouts The room and set up arrangements contained in the next four pages are provided as samples and should be modified to meet local requirements.

## MEETING ROOM LAYOUTS

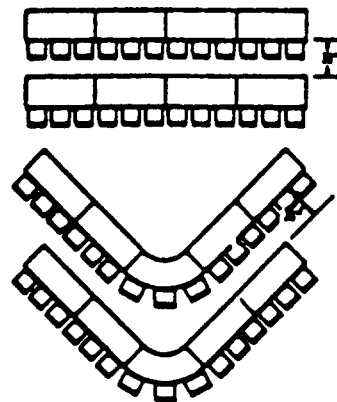


### THEATRE STYLE



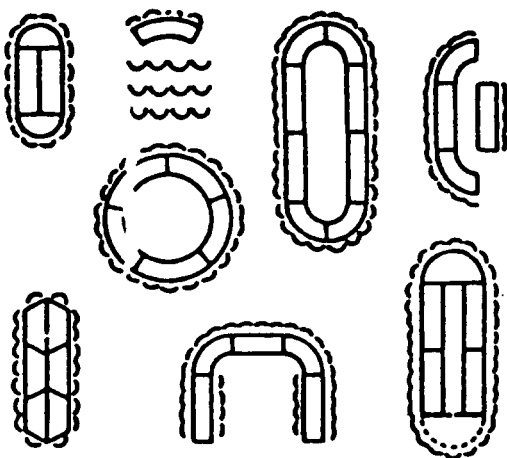
While this may vary with degree of aisle comfort required, 36" distance between rows of chairs will suffice.

### CLASSROOM STYLE

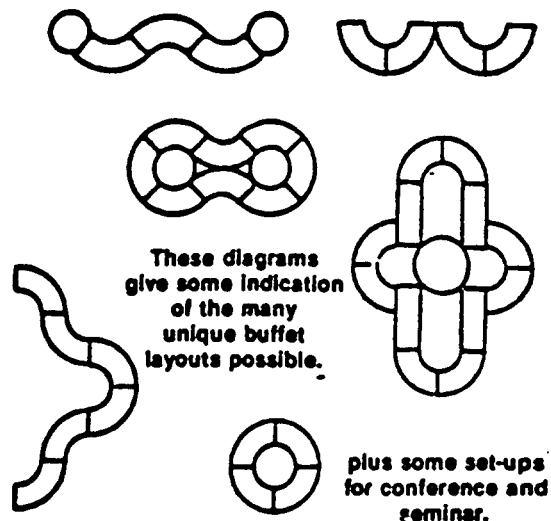


Where food service is not required, and seating is at one side of the table, allow 36" between tables.

### ALL BANQUET, DINNER MEETING, CONFERENCE LAYOUTS

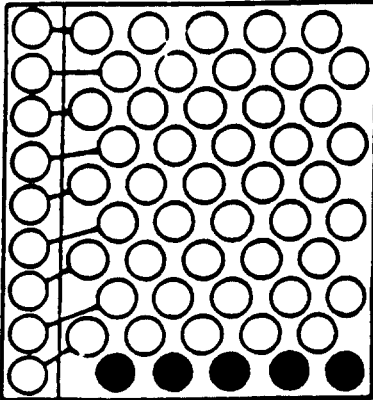


### BUFFET LAYOUTS

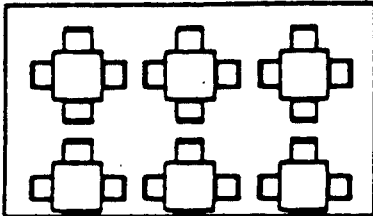


## VARIATIONS IN ROOM USE

### PLACEMENT DIFFERENTIAL



In the same area — round tables arranged in diamond pattern usually permit one more row of tables in place of nine than when set in rectangular pattern.

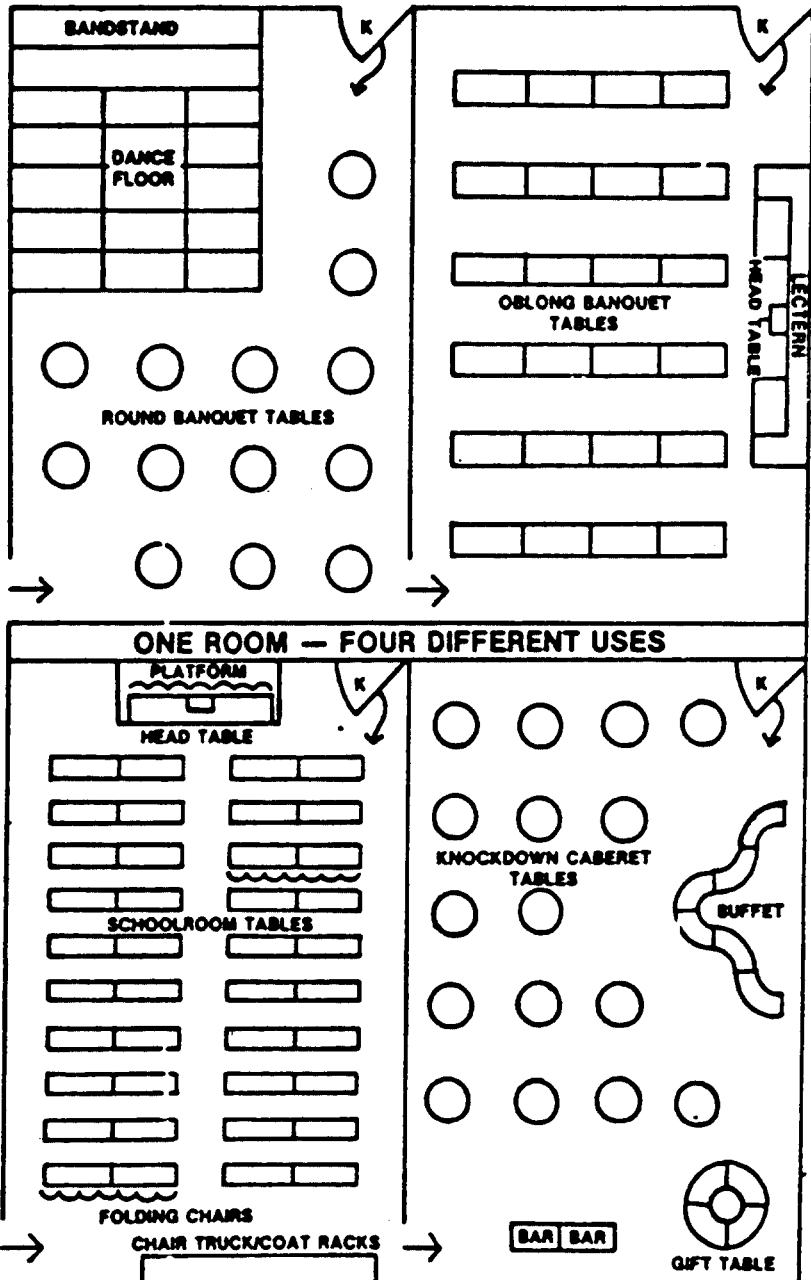


In the same area — square tables placed in diamond pattern usually permit up to 25% more seating than when set in rectangular pattern.

### SEATING CAPACITY PER BANQUET TABLE

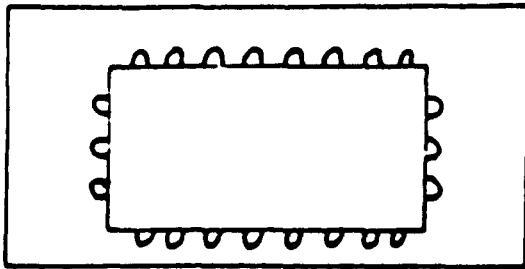
| Round Tables  | Persons Seated |
|---------------|----------------|
| 48" diameter  | 6              |
| 54" diameter  | 8-8            |
| 60" diameter  | 8-10           |
| 66" diameter  | 10             |
| 72" diameter  | 10-12          |
| Oblong Tables | Persons Seated |
| 30" x 48"     | 4-6            |
| 30" x 60"     | 6              |
| 30" x 72"     | 8-8            |
| 30" x 96"     | 8-10           |

Seating capacity may vary depending on style of event or type of table service. Less area might be used for fast food, cafeteria style seating than might be used for banquet dining.

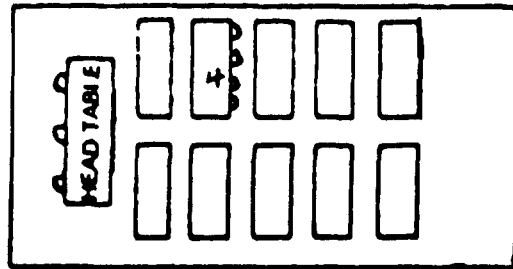


# SUGGESTED FUNCTION ROOM SET-UPS

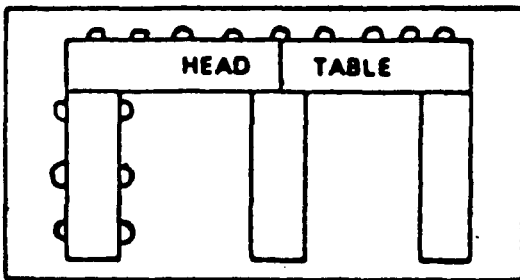
Conference Style



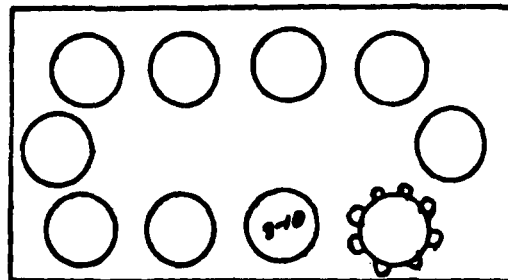
Classroom Style



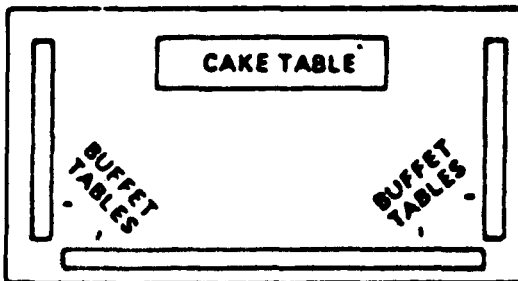
U or E Shaped Tables



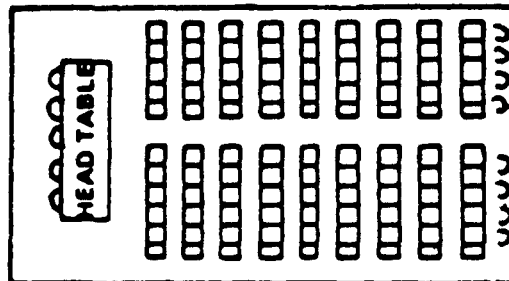
Dinner Dance



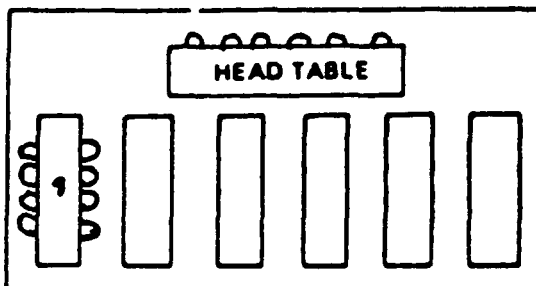
Reception Style



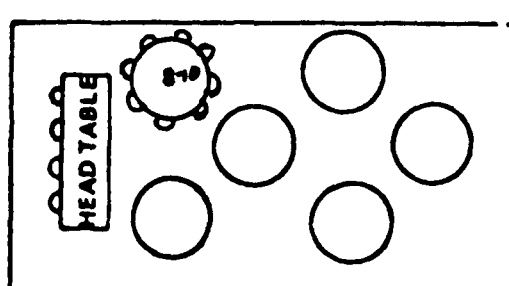
Theater Style



Banquet Style

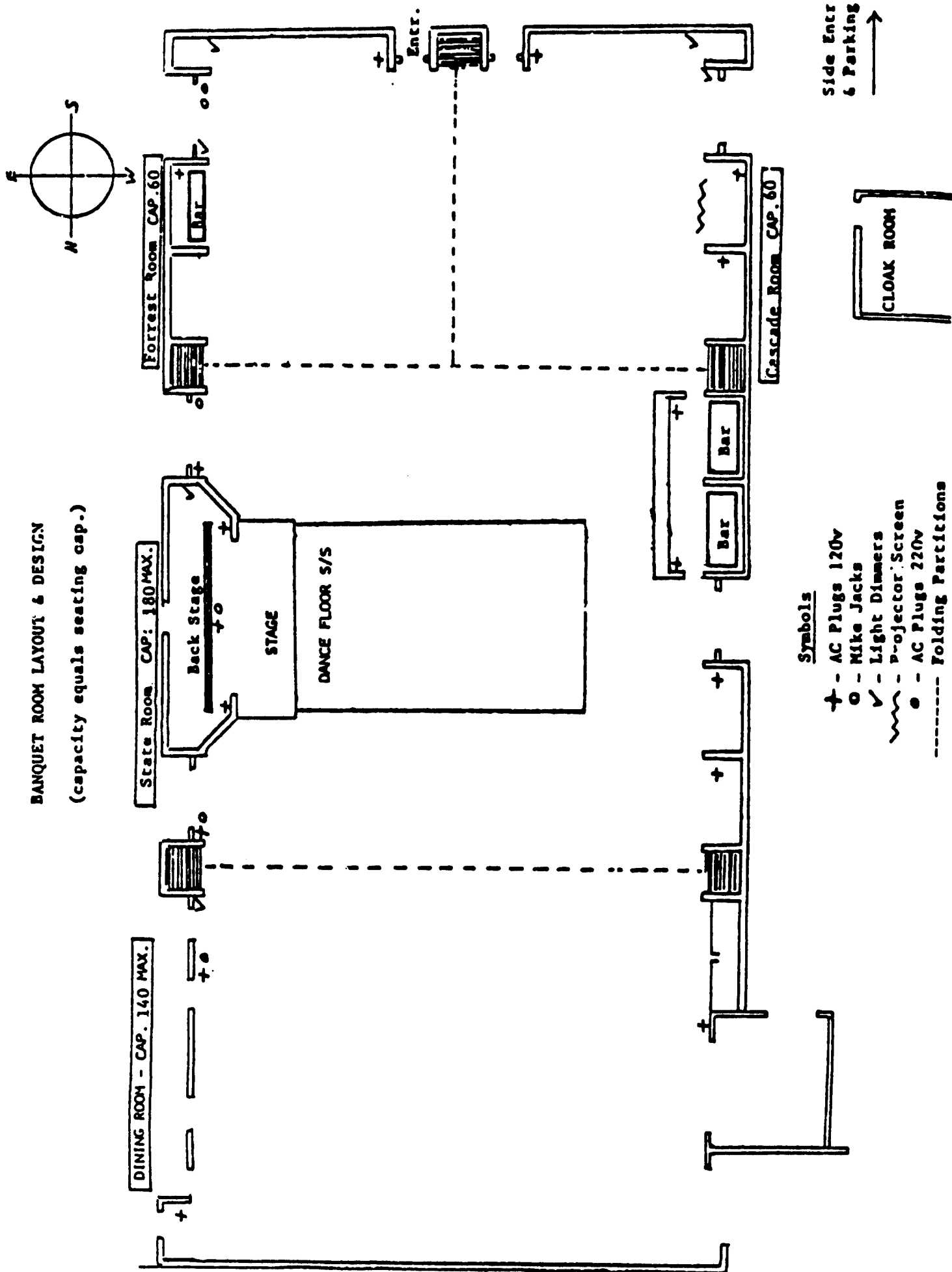


Banquet Rounds



# BANQUET ROOM LAYOUT & DESIGN

(capacity equals seating cap.)



## Staffing For Functions

Our pricing includes sufficient personnel to support your event. If you desire supplemental staffing, this can be arranged by an additional hourly labor charge with a two hour minimum per individual for each server, carver, or bartender desired. The hourly rates are available from the catering manager. The staffing provided for a typical function is as follows:

Stand-up Cocktail Party: One server for every 75 guests.  
Seated Luncheons/Dinners: One server for every 25 guests.  
Buffet Luncheons/Dinners: One server for every 35 guests.

For VIP functions, one server for every 10 guests is recommended.

For major events such as military balls, we recommend one server for every 15 guests. This generally enhances the speed and efficiency of service, thus allowing event schedules to be met.

If ceremonies are scheduled after the meal, sufficient time should be allowed to permit service personnel to clear the tables prior to the program to assure distraction-free enjoyment of the program. This also enables service personnel supporting your party to be released on schedule, thereby avoiding additional labor costs to the sponsor.

## BEVERAGE INFORMATION AND SERVICES

### Staffing

|                    |              |
|--------------------|--------------|
| 75 Guests or less: | 1 Bartender  |
| 75 to 150 Guest:   | 2 Bartenders |
| 150 to 300 Guests: | 3 Bartenders |
| 300 to 400 Guests: | 4 Bartenders |

### Portion Sizes/Servings

|                     |                    |
|---------------------|--------------------|
| 1 Bottle Champagne  | 7 (4 oz) glasses   |
| 1 Litre Carafe Wine | 6 (5 oz) glasses   |
| 1 Litre liquor      | 32 (1 oz) drinks   |
| 1 Gallon Punch      | 25 (5 oz) servings |

### Cocktail Receptions - Estimated Consumption

|         |                       |
|---------|-----------------------|
| 1 Hour  | 2.5 drinks per person |
| 2 Hours | 4 drinks per person   |
| 4 Hours | 6 drinks per person   |



#### Draft Beer:

We can set up a keg of beer tap it, and provide glasses or cups. Draft beer is served in the following sizes:

Pony Keg (7.5 gal)                      90 (12 oz) glasses

Full Keg (15.5 gal)                      180 (12 oz) glasses

(Spillage factors are included in the above servings)

Please note: there is no refund or credit for any unused portions of a keg.

#### CHAMPAGNE FOUNTAIN:

Available at extra (no extra) charge. The fountain may be used for alcoholic or non-alcoholic punches; however fruit punch with pulp cannot be used.

#### PUNCH:

Sold by the gallon with 25 (5 oz) glasses per gallon.

|                |                |
|----------------|----------------|
| Non-Alcoholic  | Alcoholic      |
| Club Fruit     | Sangria        |
| Basic Fruit    | Champagne      |
| Special Recipe | Rhine Wine     |
| Sherbet        | Screwdrivers   |
| Apple Cider    | Bloody Mary    |
| Fruit Juice    | Special Recipe |

#### HOUSE WINES:

Available by:

Carafe (32 oz)  
1/2 Carafe (16 oz)  
Glass (6 oz)  
Bottle (26 oz)

#### SPECIAL FUNCTION BARS

Cash (No Host) Bar: Your guests pay for their drinks as they receive them at regular prevailing prices. A cash register is placed at the bar and drinks are dispensed at regular prices. This arrangement is especially appropriate if you have budgetary constraints, but still wish to offer your guests a full range of beverage service.

One bartender can serve up to 75 persons. There is no charge for the bartender(s) if sales reach \$\_\_\_\_\_ or more for each hour the bar is open. If sales fall below this figure, there is a charge of \$\_\_\_\_\_ per bartender per hour.

#### Open Bar/Hosted

Your guests do not pay for their drinks. You pay for the amount consumed as determined between a combination of the cash register reading and the difference between the beginning and ending inventory. You or your representative may witness the beginning and ending inventorying of the beverages.

Open bars may be operated with one of the following limitations:

#### Hourly Open Bar

You pay a pre-determined amount for an unlimited number of beverages for a specific period (i.e. one or two hours).

#### Consumption (\$ Limitation) Bar

You establish a limitation on the amount of beverages you wish to pay for, and when that limit has been reached (as determined by the cash register), the bar is then closed. NOTE: The bar may be reopened as a cash bar after reading of the cash register by management. The minimum sales per hour guarantee remains the same as for cash bars.

#### Aperitifs. Wine Bars. or Toasts

Aperitifs and wines are available on a per glass basis. With all wine bars, we offer a selection of sherry, and white, blush, or burgundy wine. We can also provide bottled beer. This type of service and the amount charged is based on consumption.

#### Wine and Cordial Service with Meals

Appropriate table wines may be requested for all meals by the glass, half carafe, full carafe, or bottle. Selected vintages of wines are available by the bottle from our wine list. Creme de Menthe, Port, Sherry, Grand Marnier, and B&B are available for after dinner service.

SAMPLE FORM LETTERS

FOLLOW-UP ON TENTATIVE RESERVATION

Dear \_\_\_\_\_

During our discussion on Date, we tentatively booked a \_\_\_\_  
(Party lunch etc.) in the Room on Date.

Due to many requests for catered functions during that period, and to avoid being disappointed, we request that you confirm your reservation by Date in order to assure that we can provide our facilities and services to you.

We look forward to hearing from you and to making your event a success.

Sincerely,

Ray Arnold  
Catering Manager

CONFIRMATION OF BOOKING

Dear \_\_\_\_\_

Thank you for selecting the \_\_\_\_\_ club for your event. We are confirming the following information for the function:

- 1) Name of Party
- 2) Type of Function (cocktail Party, Dinner etc.)
- 3) Date & Time
- 4) Name of Room
- 5) Number of Guests to Attend

We look forward to serving you and we will do our utmost to make this event a success.

If you have any questions or wish to discuss additional information concerning your event, please contact the catering office (phone number \_\_\_\_\_).

Sincerely,

Ray Arnold  
catering Manager

FOLLOW-UP AFTER AN INQUIRY

Dear \_\_\_\_\_:

Thank you for your recent inquiry concerning ( Name of the special function ). Enclosed is a brochure which describes our banquet facilities and services.

We would be pleased to schedule an appointment to discuss arrangements and more fully explain how we can tailor the function to meet all of your expectations. You can be sure that your event is very special to us and we will do our utmost to assure your complete satisfaction.

Please call the catering office at \_\_\_\_\_ for an appointment with a member of our catering staff. We look forward to hearing from you.

Sincerely

Ray Arnold  
Catering Manager

CANCELLATION OF A FUNCTION

Dear \_\_\_\_\_:

As you have requested<sup>4</sup> the ( Name of Party, ( reception. luncheon. dinner. etc ), scheduled for ( date ) has been cancelled for the reasons you have indicated.

Should your future plans include a special event, we hope that you will consider our catering facilities. We will do our best to assure the success of your event.

Sincerely

Ray Arnold  
Catering Manager

FOLLOW-UP ON AN EVENT HELD AT ANOTHER FACILITY

Dear \_\_\_\_\_:

Our congratulations on the (name of function), which was recently held at (name of other facility).

We regret that we did not have the opportunity of serving you on this important occasion, and I would like to extend a cordial invitation for you to hold your next (Name of function) at the (name) Club.

We offer a choice of several attractively-decorated rooms and excellent food and service. Our menu offers a wide variety of selections, at prices which will meet your budget.

I would be happy to show you our facilities, and personally assist in you with planning and arrangements for an event in our club. Our number is \_\_\_\_\_. We look forward to hearing from you.

Sincerely,

Ray Arnold  
Catering Manager

DIRECT MARKETING - GENERAL AUDIENCE

Dear \_\_\_\_\_:

If you are looking for a pleasant, comfortable location for a special luncheon or dinner - in fact for any function - we invite you to take a look at the \_\_\_\_\_ Club.

More and more people are discovering that the Club is a great place to hold their special event. We offer a convenient location, plenty of free parking space, and an experienced and dedicated staff, for your receptions, parties, meetings, and special events.

Whether your function is for 10 or for 300 or more, our commitment to excellence will assure that it's done right. Our chef can provide varied menus of exceptional quality in every price range.

We invite you to be our guest for lunch and to take a brief tour of our catering facilities. At that time, we will also provide you with a copy of our catering brochure. We feel certain that you will be pleased with our catering program.

Please call \_\_\_\_\_ to arrange for a lunchtime visit.

Sincerely,

Ray Arnold  
Catering Manager

DIRECT MARKETING (WITH BROCHURE) - TO TARGET AUDIENCE

Dear ( Name of Individual or Head of the Organization ):

The \_\_\_\_\_ Club offers outstanding facilities for receptions, luncheons, dinners, cocktail buffets, and organizational parties. The enclosed brochure contains a partial description of our catering menus and services. We can do much more of course depending upon your desires.

Whether your event is for a party of 10 or an event for 300 or more, our trained and experienced staff can make your special function a memorable one.

We would like to extend a cordial invitation to conduct your very special event at our club. If you call us at \_\_\_\_\_ we will be pleased to show you our special function facilities and to explain how we can tailor our services to make the occasion a success.

We look forward to hearing from you.

Sincerely,

Ray Arnold  
Catering Manager

"THANK YOU" AND ANNUAL FOLLOW UP

Dear \_\_\_\_\_:

Thank you for the opportunity of hosting your (reception.  
Dinner etc.) in our club on (date). We sincerely appreciate your  
business and hope that we met your expectations.

Based on the success of your function, you may wish to  
arrange for a similar occasion next year. We can offer you the  
following (tentative) reservation, subject to your confirmation:

- 1) Name of Party
- 2) Type (Reception, Luncheon or Dinner)
- 3) Date & Time
- 4) Room
- 5) Number of guests

We look forward to making the arrangements with you for next  
year's (luncheon. dinner Etc.)

Sincerely,

Ray Arnold  
Catering Manager



SAMPLE LIST OF CLUB RENTAL ITEMS

Portable Dance Floors (12' x 12' or 24' x 24')  
Silk Floral Arrangements  
Bud Vases  
Champagne Fountain  
Dinner Chimes  
Table Numbers/Stand  
Candelabra  
Table Skirting in choice of colors:  
    White, Blue, Pink, Beige, Yellow  
Glasses, Cups, Plates, Bowls, Saucers, Tableware  
Punch Bowls and Ladles  
Sterno  
Chafing dishes  
Pots, Pans, and other Cooking Items  
Tables and Chairs  
Table Linen (Sizes 54" x 54", and 54" x 120") in White, Beige,  
    Blue and Grey  
Napkins in White, Beige, Blue and Grey  
NOTE: Items which are lost, broken, or damaged will be charged  
to the borrower at replacement cost.

SAMPLE MARKETING REPORT

SOURCE OF LEAD: \_\_\_\_\_

NAME OF PROSPECTIVE CLIENT: \_\_\_\_\_

ADDRESS:

PHONE: \_\_\_\_\_ TIME OF CALL: \_\_\_\_\_

DATE: \_\_\_\_\_ TIME OF EVENT: \_\_\_\_\_

MEMBER: YES \_\_\_\_\_ NO \_\_\_\_\_

COMMENTS:

FOLLOW-UP:

CALL? ( ) YES ( ) NO

DATE: \_\_\_\_\_

RESULTS: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

SAMPLE INTERVIEW REPORT

DATE: \_\_\_\_\_

INDIVIDUAL:

\_\_\_\_\_

ORGANIZATION:

\_\_\_\_\_

NAME OF CONTACT:

\_\_\_\_\_

TITLE:

\_\_\_\_\_

ADDRESS:

\_\_\_\_\_

\_\_\_\_\_

PHONE NUMBER: OFFICE:

HOME: \_\_\_\_\_

RESULTS OF INTERVIEW:

REFERRED BY:

\_\_\_\_\_

INTERVIEWER:

\_\_\_\_\_

#### SAMPLE BROCHURE DESIGNS

Many shapes and sizes of brochures exist throughout Marine Corps clubs. Many are well designed, attractive and highly readable, while others could be significantly improved by a fresh approach.

The sample designs on the following pages may be useful in selecting the right design and format for your club.

#### SAMPLE MENUS

The menus contained on the following pages were extracted from current club brochures. They are examples of imaginative and well balanced menu suggestions.

BAR SERVICE  
HORS D'OEUVRES / DESSERTS  
BANQUET DINNER  
BANQUET LUNCHEON  
BRUNCH / DIVERSE

## BRUNCH



- |  |               |
|--|---------------|
| Choice of tomato, orange, apple or grapefruit juice.   | .75           |
| Fruit cup instead of juice extra.  |               |
| <b>1. SCRAMBLED EGGS</b>   | <b>\$3.25</b> |
| Choice of ham, bacon or link sausage and hash browns.  |               |
| <b>2. CHEESE EGGS BOULANGERE</b>   | <b>\$3.50</b> |
| Fresh eggs blended with milk and cheddar cheese, baked and topped with sour cream and avocado slices, served with link sausages. |               |
| <b>3. BUFFET BRUNCH</b>  | <b>\$5.95</b> |
| Fruit - Scrambled Eggs - Spanish Eggs - Hash Browns - Rice - Ham - Bacon - Sausages - Sweet Rolls - Coffee or Tea.               |               |
| <b>4. CHICKEN A LA KING</b>  | <b>\$3.25</b> |
| Served on a crisp patty shell, golden rice pilaf, buttered green beans.  |               |

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# BEVERAGE SUGGESTIONS

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## HORS D'OEUVRES

---

### SPECIAL THEME BUFFETS

---

### DINNER SUGGESTIONS

---

### LUNCHEON SUGGESTIONS

---

### SUGGESTED BREAKFAST/BRUNCHES

---

*The Manager must have the list of names of club card numbers for pro-rata parties, signed by the person responsible for the party, the first workday after the party is held. Adjustments cannot be made after the bill has been processed unless approved by the club manager.*

*It is the standard practice in the Club and Restaurant Industry that a service charge be added to the Party Contract at the time it is signed by the host. The amount may vary with the type of party. A service charge of 15% will be applied to all in-house food service and host bars.*

***Additional Fees or Charges:***

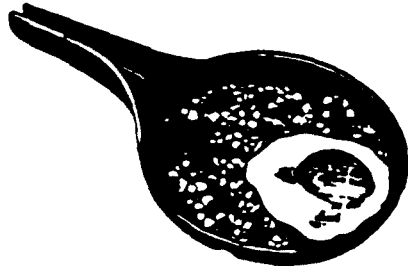
*Use of club rooms for private meetings or seminars may require a service/set-up fee. The member is reminded that a room being used for a private meeting might well be used for a revenue producing function. If the room is available, and only minor set up required, then there will be no charge.*

*Based on any delay in your beginning/ending contracted times, a proportionate fee to meet additional labor costs may be added.*

*Waiter service is based on the following scale: Seated meals - one (1) waiter per 20 guests, Standup Cocktail party - one (1) waiter per 75 guests. Upon request, additional waiters may be provided at a charge of \$5.50 an hour per waiter.*

*Wedding receptions have specific fees associated with them, please refer to the Wedding Reception Checklist.*

*At no time is it permissible to bring items of food or beverage, except ceremonial cakes, into the club. Except ceremonial cakes, all food remaining at the end of the party becomes the property of the club, and may not be removed from the premises.*



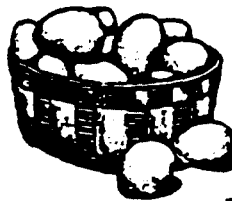
*Breakfast is served Monday through Friday from 0700 to 1030 hours, Saturday 0800 to 1330 hours and Sunday 0900 to 1330 hours. Minimum of 20 guests.*

- A -

**SCRAMBLED EGGS**, choice of ham, bacon or sausage, hash browns or grits, biscuits or English muffin, butter, jam, coffee or tea. - B - with small fruit juice of your choice.

- C -

**STEAK AND EGGS**, Scrambled eggs, hash browns or grits, biscuits or English muffin, jam, coffee or tea. - D - with small fruit juice of your choice.



- I -

- E -

**2 PANCAKES**, scrambled eggs, choice of ham, bacon or sausage, warm syrup, butter, and coffee or tea.

**BACON AND CHEESE EGG STRATA**, hash browns, peach or pear half, English muffin, coffee or tea. - J - with small fruit juice of your choice.

- F -

**2 FRENCH TOAST**, scrambled eggs, choice of ham, bacon or sausage, warm syrup, butter, and coffee or tea.

- K -

**CREAMED BEEF** on biscuits, hash browns, coffee or tea.

- G -

**CREPES**, filled with chicken, tater tots, fresh fruit cup, coffee or tea. - H - , with small fruit juice of your choice.

- L -

**SEASONAL FRESH FRUIT PLATTER**, English muffin, choice of blueberry or apple spiced muffin, coffee or tea.



- M -

**THE CONTINENTAL**, sweet roll, small fruit juice and fruit garnish.

HORS D'OEUVRES  
BEVERAGES DONUTS AND MUFFINS  
LUNCHEON ENTREES AND BUFFETS  
DINNER ENTREES/SANDWICHES AND SALADS  
BREAKFAST ENTREES/BUFFET BREAKFAST

## **GENERAL INFORMATION**

### **1. ARRANGEMENTS:**

- a. All function arrangements may be processed through our Catering Office which is open Tuesday afternoons and Wednesday through Friday from 0900-1600 (except for Legal Holidays). Please call for an appointment time convenient to you. Catering Office: 2-83
- b. A function booked by telephone is tentative until the sponsor comes to the Club and signs the special function contract, finalizing arrangements at least two weeks before the party date. Two weeks lead-time is desirable in order to properly plan the function.
- c. The contract includes a forecast of the number of attendees. A minimum guaranteed number must be provided 48 hours in advance of the function. This number will be the minimum number upon which the final bill will be predicated. Additional persons may be added by contracting the Catering Office (provided sufficient time remains to prepare additional items).

### **2. STAFFING:**

Services of a staff are varied, depending upon the size and type of function. Normally, labor costs are included in the price of the meal, cocktail party, etc. However, should additional staffing be requested by the sponsor (bartenders or waitresses), additional labor charges will be based on their hourly rate and charged on the special function contract (two hour minimum). Gratuities are considered a standard practice in the hospitality industry. Normal gratuity averages are 15% for sit-down dinners and 10% for buffets.

### **3. PAYMENT FOR PRODUCT & SERVICE:**

Payment for the function is the responsibility of the sponsor and may be made as follows:

- a. Cash payment.
- b. Charge to sponsor's account (provided there is an account).
- c. Pro-rated to members attending with charge privileges.
- d. Purchase Orders for Appropriated Fund functions.
- e. A combination of the above.

## **SPECIAL SERVICES**

### **1. ENTERTAINMENT:**

There is no charge for regularly scheduled entertainment. Regularly scheduled entertainment is bands or any musical performances on club premises contracted by management. Sponsors desiring special entertainment for their party should inform the Catering Office. All entertainment must be covered by a contract with the cost being borne by the requesting party.

### **2. DECORATIONS:**

Special decorations must be cleared thru the Catering Office. Decorations may not be attached to the walls. All decorations must be removed by 0900 the day after the function. We regret that we cannot be responsible for decorations left in the club.

### **3. TABLECLOTH/NAPKINS:**

We have several colors of tablecloths and napkins available. Also, for receptions you may provide your own imprinted napkins and/or matches.

### **4. FLOWERS:**

Flowers may be ordered through the Catering Office, and charges included on the party contract. However, party sponsors are encouraged to bring their own flowers.



# OFFICERS' CLUB

## *SPECIAL FUNCTION*

### *BROCHURE*



INTRODUCTION

PARTY SET UP AND ROOM ASSIGNMENT

PUNCH GUIDE

BAR ARRANGEMENTS

CANAPES AND HORS D'OEUVRES

COFFEE AND TEA SUGGESTIONS

DINNER PARTY SUGGESTIONS

BUFFETS

LUNCHEONS

DEAR MEMBER.

This Party Planning Guide has been published to help you in planning your next function at CLUB. We sincerely hope you will find this booklet useful and informative. However, should you have any further questions about anything, please give us a call and we will do all we possibly can to assist you.

As the title states, this is a Party Planning Guide. It will not tell you all that we are capable of doing, so if you do not find a particular dish or party plan, just ask and we will help you plan your party from beginning to end. Although a detailed cost study was made at the time of printing, all prices are subject to change.

We, at your Club, have pledged ourselves to the highest standard of quality food, beverage and service. No matter how large, no matter how small. We stand ready to serve your every need.

THE MANAGEMENT



• WEDDINGS • SERVICES  
• BAR ARRANGEMENTS • POLICIES  
• BUFFET DINNERS • HORS D'OEUVRES  
• DINNER BANQUET MENU • DINNER COMPLEMENT'S  
• BREAKFAST • BRUNCH • LUNCHEONS  
• INTRODUCTION

# Breakfast or Brunch

Prices based on 75 people or more.

1.  
Juice  
Scrambled Eggs  
Choice of Ham, Bacon or Sausage  
(One choice for whole party.)  
Hash Brown Potatoes  
Biscuits or Toast with Butter and Jelly  
Coffee or Tea
2.  
Juice  
Scrambled Eggs  
Breakfast Steak  
Hash Brown Potatoes  
Biscuits or Toast with Butter and Jelly  
Coffee or Tea
3.  
Juice  
Hot Cakes or French Toast  
(One choice for whole party.)  
Bacon or Sausage (One choice for whole party.)  
Hot Maple Syrup with Butter  
Coffee or Tea
4.  
Juice  
Creamed Beef on Toast  
Hash Brown Potatoes  
Coffee or Tea
5. CONTINENTAL BREAKFAST  
Juice  
Fresh Fruit  
Danish Pastry with Butter  
Coffee or Tea

## SPECIAL BUFFETS

- |   |   |
|---|---|
| 6.<br>Fruit Juice<br>Scrambled Eggs<br>Bacon or Sausage<br>(Choose one.)<br>Grits or Hash Browns<br>Biscuits, Butter and Jelly<br>Coffee or Tea | 7.<br>Juice<br>Scrambled Eggs<br>Bacon<br>Creamed Beef on Toast<br>Grits or Hash Browns<br>(Choose one.)<br>Biscuits, Butter and Jelly<br>Coffee or Tea |
|---|---|

The above prices do not include the standard 15% service charge, or any tip you may wish to give your waitress.

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# Luncheons

Luncheons can be arranged for a minimum of 20 people. A 15% service charge will be added for labor, linen, etc.

1. CREAMED CHICKEN OR TUNA OVER STEAMED RICE Garden peas, tossed salad.
2. SEAFOOD NEWBERG OVER STEAMED RICE Mixed green peas and carrots, lettuce wedge.
3. PETITE RIB EYE STEAK Whipped potatoes, green beans amandine, tossed salad.
4. LARGE CHEF'S SALAD Choice of dressing, chilled vegetable juice.
5. FRIED FLOUNDER Choice of clam chowder or tossed salad, vegetable, hush puppies.
6. CURRIED CHICKEN Steamed rice, green peas, tossed salad.
7. BEEF OR CHICKEN TERIYAKI WITH PINEAPPLE AND GREEN PEPPER Steamed rice, Oriental vegetables.
8. STUFFED TOMATO WITH TUNA SALAD Potato salad, pickle, deviled egg.
9. SLICED ROAST BEEF Whipped potatoes with gravy, buttered green peas, tossed salad.
10. BAKED HAM WITH PINEAPPLE GLAZE Sweet potato, green peas with mushrooms, salad.
11. VEAL PARMESAN ITALIANO Whipped potatoes, whole kernel corn, tossed salad.
12. BAKED TURKEY WITH DRESSING Cranberry sauce, green beans, tossed salad.
13. FRENCH DIP SANDWICH Potato salad, deviled egg, pickle.
14. SEAFOOD KABOB OVER RICE PILAF Green peas and mushrooms, tossed salad.
15. FRIED CHICKEN One-quarter chicken, French fries or mashed potatoes, vegetable.
16. SWISS STEAK WITH GRAVY Potato or rice, vegetable.
17. GOURMET BURRITO, CHILI TOPPING Refried beans, Spanish rice.
18. ROAST PORK LOIN Applesauce, mashed potatoes and gravy, vegetable.
19. BBQ SPARERIBS Baked beans, cole slaw, potato salad, corn bread.
20. PRIME RIB, AU JUS 6 oz., baked potato, vegetable.
21. BBQ BEEF OR PORK SANDWICH With French fries and cole slaw.
22. HALF ROAST BEEF SANDWICH With French fries.

All luncheons served with hot rolls, butter, coffee or tea.

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## Buffet Dinners

Your Club is proud to have the talent and capability to prepare and serve buffets. The Buffet Dinner adds a more relaxed atmosphere to your special function and offers your guests a selection of entrees, vegetables and starches. We require at least 50 people in order to serve a Buffet Dinner. A 15% service charge will be added to cover labor, linen, etc. This charge does not include any tip you may wish to give your waitress. All food remaining at the end of the buffet becomes the property of the NCO Club. No take-outs.

Contact the catering manager who will assist you in planning and pricing a unique buffet to serve your every need. A 5% variation is not applicable to buffets and hors d'oeuvres.

### 1. BEEFEATER'S BUFFET (Minimum: 60 people)

|                            |                      |
|----------------------------|----------------------|
| Steamship Round of Beef    | Garden Green Peas    |
| Baked Virginia Ham with    | with Pimiento        |
| Spicy Rasin Sauce          | Fruit Cocktail       |
| Cole Slaw                  | Hot Rolls and Butter |
| Whipped Potatoes and Gravy | Coffee or Tea        |

### 2. DOWN HOME BUFFET

|                               |                     |
|-------------------------------|---------------------|
| Southern Fried Chicken        | Potato Salad        |
| Country Spareribs             | Cole Slaw           |
| Collard Greens                | Combread or Biscuit |
| Blackeyed Peas with Ham Hocks | Apple Pie           |
| Mashed Potato with Gravy      | Coffee or Tea       |

### 3. PILGRIM'S BUFFET

|                   |                      |
|-------------------|----------------------|
| Roast Turkey      | Yams                 |
| Baked Ham         | Fruit Cocktail       |
| Garden Green Peas | Hot Rolls and Butter |
| with Pimiento     | Coffee or Tea        |
| Rice Pilaf        |                      |

### 4. THE CHIEF'S BUFFET (Minimum: 60 people)

|                             |                      |
|-----------------------------|----------------------|
| Steamship Round of Beef     | Macaroni Salad       |
| Fried Chicken               | Fruit Salad          |
| Whipped Potatoes with Gravy | Hot Rolls and Butter |
| Cole Slaw                   | Coffee or Tea        |
| Baked Beans                 |                      |

### 5. SEAFOOD BUFFET

|                    |                            |
|--------------------|----------------------------|
| Baked Flounder     | Green Beans                |
| Fried Shrimp       | Corn O'Brien               |
| Fried Oysters      | Tossed Salad with Dressing |
| Seafood Newburg    | Fruit Cocktail             |
| Hush Puppies       | Hot Rolls and Butter       |
| White Rice         | Coffee or Tea              |
| Potatoes Au Gratin |                            |

Desserts of your choice may be ordered at additional cost.

PLEASE NOTE: Buffets are sold by the serving.  
(Once through the line.)

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## Hors d'Oeuvres

A 15% service charge will be added to cover labor, linen, etc. No leftovers will be taken off the premises.  
Listed below are items available for your cocktail party and, of course, prices may vary if cost of goods increases. Only a 15% service charge is required for take-out orders of hors d'oeuvres.  
Minimum order for items sold by the dozen is 3 dozen.

### A. HEATED ITEMS

1. Steamship Round, with attendant; per pound
2. Roast Turkey, with attendant; per pound
3. Chicken Nuggets, Plain, Sweet 'n Sour or BBQ; per 100
4. Cocktail Franks in Sauce, Sweet 'n Sour, BBQ, Mustard; per 100
5. Meatballs, BBQ, Sweet 'n Sour, Swedish, Mexican; per 100
6. Rummali (Chicken Livers wrapped in Bacon); per 100
7. Party-Size Egg Rolls, Mustard or Soy Sauce; per 100
8. Chili Con Queso, Corn Chips; per 25 persons
9. Whole Stuffed Deep-Fried Jalapeños; per dozen
10. Fried Chicken
11. Chicken Strips, Boneless; per pound
12. Pigs in Blankets; per 100
13. Chicken Drumettes; per 100
14. Baked Beans; per gallon
15. Breaded Cauliflower; per dozen
16. Breaded Zucchini Sticks; per dozen
17. Water Chestnuts Wrapped in Bacon

### B. COLD ITEMS

1. Assorted Open-Faced Canapés; per 100
2. Open-Faced Toast Wedges, Ham, Green Peppers; per 100
3. Assorted Finger Sandwiches; per 100
4. Cucumber Finger Sandwiches; per 100
5. Ham Salad Finger Sandwiches; per 100
6. Tuna Salad Finger Sandwiches; per 100
7. Turkey Salad Finger Sandwiches; per 100
8. Chicken Salad Finger Sandwiches; per 100
9. Cheddar Cheese Tray and Crackers
10. Cream Cheese Ball and Crackers
11. Deviled Eggs (halves); per 100
12. Stuffed Mushrooms; per 100
13. Stuffed Celery; per 100
14. Chip 'n Dip (Bacon or Onion); small or large
15. Raw Vegetable Tray with Dip; small or large
16. Chilled Cocktail Shrimp; per 100
17. Mixed Nuts; per pound
18. Peanuts; per pound
19. Dinner Mints; per bowl
20. Petit Fours; market price
21. Snack Tray (Potato Chips, Cheese Curds, Pretzels); by the tray
22. Fruit Tray in Season; market price
23. Sweet Rolls (bite-size); by the dozen
24. Ham 'n Fruit Picks; by the dozen

### C. COLD MEAT TRAYS (Serves approximately 25)

Includes rolls and condiments.

1. Sliced Ham Tray
2. Sliced Turkey Roll Tray
3. Sliced Roast Beef Tray
4. Sliced Assorted Meats Tray

### D. SALADS (per gallon)

1. Potato Salad
2. Cole Slaw
3. Macaroni Salad

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## Dinner Banquet Menu

Banquet Dinners can be arranged for a minimum of 25 people. A 15% service charge will be added to cover labor, linen, etc. If you desire an entrée not listed below, the Chef will be happy to consult with you in planning and pricing your special meal. All entrées include choice of salad, starch and vegetable. Hot rolls, crackers, butter and coffee or tea is also included. All weight portions are approximate.

The following is a list of entrées available for sit-down dinners.

### ROAST AND STEAKS

1. Roast Prime Rib of Beef au jus
2. Broiled Choice Ribeye Steak
3. Filet Mignon wrapped with Bacon
4. Ham Steak Hawaiian or Raisin Sauce
5. Oven Roast Beef with Brown Gravy
6. Teriyaki Steak
7. Roast Loin of Pork with Applesauce
8. Beef Wellington
9. New York Steak, 8 oz.

### FOWL

1. One-Half Baked Chicken (Teriyaki or Barbeque)
2. Roast Turkey with Dressing
3. Chicken Cordon Bleu
4. Chicken Breast ala Sherry
5. Oven Roasted Chicken

### SEAFOOD

1. Baked or Broiled Stuffed Flounder
2. Fried Shrimp
3. Fried Flounder
4. Fried Scallops
5. Fried Oysters
6. Seafood Platter

### COMBINATION SPECIAL

1. New York Steak and Shrimp (Captain's Platter)
2. Prime Rib and Lobster (Rich Man's Special)
3. Beef and Seafood

See price list insert for prices to above entrées.

- 4 -

## Dinner Complements

### WINES

By the carafe, half carafe or glass.

1. *Red Wine*  
An excellent complement to steaks, meats and hearty dishes. Served at room temperature.
2. *White Wine*  
Enjoyable with seafood and fowl. Served chilled.
3. *Rosé Wine*  
Complements any dish. Served chilled.

### STARCHES (Choice of one)

- |   |                                   |
|---|-----------------------------------|
| 1. Baked Potato                           | 6. Potatoes au Gratin             |
| 2. Mashed Potatoes                        | 7. Parsley New Potatoes           |
| 3. French Fried Potatoes                  | 8. Twice-Baked Potato (.15 extra) |
| 4. Steamed Rice                           | 9. Rice Pilaf (.15 extra)         |
| 5. Sweet Potatoes<br>(stuffed or candied) |                                   |

### VEGETABLES (Choice of one)

- |                         |                             |
|-------------------------|-----------------------------|
| 1. Green Beans Amandine | 5. Mixed Vegetables         |
| 2. Buttered Carrots     | 6. Green Peas with Parmesan |
| 3. Peas and Carrots     | 7. Black-eyed Peas          |
| 4. Corn                 | 8. Lima Beans               |

These vegetables are also available at a slight additional cost of .20:

- a. Broccoli Spears with Hollandaise Sauce.
- b. Cauliflower with Hollandaise Sauce.
- c. Baby Carrots with Brown Sugar.
- d. Brussels Sprouts with Cheese Sauce.
- e. Asparagus Spears with Hollandaise Sauce (.50)

### SALADS (Choice of one)

- |                         |                             |
|-------------------------|-----------------------------|
| 1. Tossed Green Salad   | 4. Cucumber and Onion Salad |
| 2. Beet and Onion Salad | 5. Three-Bean Salad         |
| 3. Cole Slaw            |                             |

### DRESSINGS (Choice of three)

- |                |                    |
|----------------|--------------------|
| 1. French      | 4. Vinegar and Oil |
| 2. 1000 Island | 5. Italian         |
| 3. Bleu Cheese |                    |

### DESSERTS (Choice of one at extra cost, added to meal.)

- |                                  |                             |
|----------------------------------|-----------------------------|
| 1. Pie, apple or cherry          | 5. Cheese Cake              |
| 2. Pie à la Mode                 | 6. Cheese Cake with Topping |
| 3. Pudding, vanilla or chocolate | 7. Crème de Menthe Parfait  |
| 4. Ice Cream or Sherbet          | 8. Kahlúa Parfait           |

See price list insert for dessert prices.

- 5 -

LUNCHEON BUFFET SUGGESTIONS

EXPRESS LUNCHEON BUFFET

(Minimum \_\_\_\_ Person)

|                    |                      |
|--------------------|----------------------|
| Macaroni Salad     | Potato Salad         |
| Sliced Roast Beef  | Sliced Turkey Breast |
| Sliced Corned Beef | Sliced Ham           |

International Cheese Selection  
Condiments  
Assorted Rolls and Sliced Bread  
Brownies and Cookies  
Coffee and Tea

\$ \_\_\_\_\_ per person

EL DORADO LUNCHEON BUFFET

(Minimum \_\_\_\_ Persons)

APPETIZERS

Choice of Three)

|                   |                           |
|-------------------|---------------------------|
| Fresh Green Salad | Macaroni Salad            |
| Potato Salad      | Marinated Cherry Tomatoes |
| Fresh Fruit Salad | Broadway Pea Salad        |

\*\*\*\*\*

ENTREES

(Choice of Two)

|   |                    |
|---|--------------------|
| Homemade Lasagna                        | Chicken Cacciatore |
| Beef Stroganoff                         |                    |
| Roast Top Round of Beef, carved in room |                    |

Potato and Vegetable du jour  
Hot rolls with whipped butter

\*\*\*\*\*

Choice of Beverages

\*\*\*\*\*

Desserts

(Choice of Two)

|                  |                   |
|------------------|-------------------|
| Chocolate Mousse | Apple Brown Betty |
| Assorted Pies    | Banana Pudding    |

\$ \_\_\_\_\_ per person

DINNER BUFFET SUGGESTIONS

The Coronado Buffet  
(Minimum          Persons)

Appetizers  
(Choice of Four)

|                          |                    |
|--------------------------|--------------------|
| Market Fresh Green Salad | Potato Salad       |
| Pasta Salad              | Broadway Pea Salad |
| Waldorf Salad            | Crudite with Dip   |
| Curried Rice Salad       | Caesar Salad       |

ENTREES  
(Choice of Two)

|                    |                      |
|--------------------|----------------------|
| Beef Bourguignonne | Sherry Baked Chicken |
| Halibut Veronique  | Seafood Newburg      |

Fettuccini Primavera

\*\*\*\*\*

Accompanied by vegetable of the day, potato,  
Hot rolls, and Whipped butter

\*\*\*\*\*

Choice of Beverage

\*\*\*\*\*

DESSERTS  
(Choice of Two)

|                      |                  |
|----------------------|------------------|
| Deep Dish apple Pie  | Chocolate Mousse |
| Black Forrest Cake   | Cheese Cake      |
| Crepe Caramel        | Sherry Triffel   |
| Fresh Fruit Cocktail | Apple Fritters   |

\$ \_\_\_\_\_ per person

SEATED DINNER MENU  
CHOICE OF APPETIZER:

Fresh Melon wedge  
Assorted Melon Balls

Fresh Fruit Cup  
Tossed Garden Salad

CHOICE OF ENTREE:

Prime Rib of Beef au jus  
Breast of Chicken Kiev  
Filet Mignon  
Breast of Chicken Cordon Blue  
Sliced Breast of Turkey  
London Broil

\*\*\*\*\*

Choice of Vegetables:

Broccoli, Peas, String Beans, Glazed Carrots

Choice of Potato or Rice:

Rice Pilaf, Oven Roasted Potatoes, Parsleyed New Potatoes

\*\*\*\*\*

Dinner Rolls and Butter

CHOICE OF DESSERTS:

Deep Dish Apple Pie  
Kaluha Mousse  
Sorbet

Mississippi Mud Pie  
Passion Fruit  
Creme Caramel

\*\*\*\*\*

Coffee or Tea



DINNER SELECTIONS

Cream of Maryland Crab Soup

or

Soup du Jour

\*\*\*\*\*

Caesar Salad

Mandarin Salad

Spinach Salad

Mixed Garden Salad

\*\*\*\*\*

Roast Prime Rib of Beef 1 au jus, with  
Yorkshire Pudding

Orange Glazed Roast Long Island Duckling  
Maryland Crab Cakes

Roast Sirloin of Beef 1 au jus  
Baked Virginia Ham with Pineapple Sauce

Roast Turkey with Cornbread Stuff mg  
Veal Cutlet with Sautéed Gruyere

Beef Wellington

Broiled Filet of Sole with Lobster Newburg Sauce  
Maryland Crab Imperial

Sliced Beef Tenderloin with Bordelaise Sauce

London Broil, with Mushrooms Sauce

Roast Cornish Hen with Wild Rice

Broiled Seafood Platter

Chicken Cordon Bleu

\*\*\*\*\*

Potato and Vegetable du Jour

Hot Rolls and Whipped Butter

\*\*\*\*\*

Bananas Foster

or

Fresh Meringue with Vanilla Bean Sauce

\*\*\*\*\*

Coffee or Tea

## HORS D'OEUVRES

|                               |                |                            |                           |
|-------------------------------|----------------|----------------------------|---------------------------|
| HOT (per 50 pieces)           |                | SEAFOOD (per 50 pieces)    |                           |
| 1. French Brie.....           | 29.            | Chilled Shrimp.....        |                           |
| 2. Petite Rubens.....         | 30.            | Oysters on the             |                           |
| 3. Bourbon Franks.....        | 1/2 Shell..... |                            |                           |
| 4. Petite Franks in Pastry..  | 31.            | Clams on the 1/2 Shell..   |                           |
| 5. Stuffed Mushroom Caps....  | 32.            | Alaskan Snow Crab Claws..  |                           |
| 6. Barbecued Riblets.....     | 33.            | Spiced Steamed Shrimp....  |                           |
| 7. Beef Tips Teriyaki en      |                |                            |                           |
| Brochette .....               |                |                            |                           |
| 8. Oriental Egg Rolls.....    |                | COLD DIPS (per quart)      |                           |
| 9. Mandarin Drumettes.....    | 34.            | Minced Clam.....           |                           |
| 10. Tempura Fried Vegetables. | 35.            | Creamy Anchovy.....        |                           |
| 11. Bacon Wrapped Chicken     | 36.            | Cheese Chive....           |                           |
|                               | 37.            | Pimento Avocado.....       |                           |
| 12. Meatballs.....            | 38.            | Caraway Seed.....          |                           |
| 13. Fried Scallops.....       |                |                            |                           |
| 14. Clams Casino.....         |                |                            |                           |
| 15. Oysters Rockefeller.....  |                |                            |                           |
| 16. Fried Scallops.....       |                | CHIPS AND NUTS (per pound) |                           |
| 17. Beer-Batter Fried Shrimp. | 40.            | Potato Chips.....          |                           |
| 18. Quiche Lorraine.....      | 41.            | Corn Chips.....            |                           |
|                               | 42.            | Pretzels.....              |                           |
|                               | 43.            | Party Mix.....             |                           |
|                               | 44.            | Mixed Nuts.....            |                           |
|                               | 45.            | Dry Roasted Nuts.....      |                           |
|                               |                |                            |                           |
| HOT DIPS (per quart)          |                |                            |                           |
| 19. Chile Con Queso.....      |                |                            |                           |
| 20. Hot Bean.....             |                |                            |                           |
|                               |                |                            |                           |
|                               |                | SPECIALTY ITEMS            |                           |
|                               |                | 46.                        | *Top Round of Beef        |
|                               |                |                            | (per person).....         |
|                               |                | 47.                        | *Whole Baked Ham          |
|                               |                |                            | (per person).....         |
|                               |                | 48.                        | *Whole Turkey             |
|                               |                |                            | (per person).....         |
|                               |                | 49.                        | Chilled Fresh Vegetable   |
|                               |                |                            | Tray.....                 |
|                               |                | 50.                        | Decorated Pineapple       |
|                               |                |                            | Tree.....                 |
|                               |                | 51.                        | Watermelon Basket.....    |
|                               |                | 52.                        | Cubed Cheese and          |
|                               |                |                            | Cracker.....              |
|                               |                | 53.                        | Ice Carvings (per each).. |

- \* Served with Kaiser roll and condiments. Minimum 40 persons

## COLD LIGHT LUNCHEON SUGGESTIONS

### Delicatessen Platter

Sliced smoked ham, breast of turkey, corned beef, salami, Swiss cheese, potato salad, cole slaw, and egg quarters.

### Poulet Salad Supreme

Scalloped tomato with hearty chunks of chicken blended with our special dressing. Garnished with green and ripe olives and egg quarters.

### Fruited Salad Platter

Fresh seasonal fruit sections accompanied by cottage cheese, white grapes, and assorted cheese slices.

### Shrimp and Crabmeat Salad

Choice chunks of shrimp and crab blended with our special sauce and served in a scalloped tomato.

### Julienne Salad

Fresh greens, ham, turkey, swiss cheese, asparagus, and tomatoes. Egg and olive garnish with choice of dressing.

### Croissant Sandwich

Sliced turkey breast or roast beef sandwich with potato chips and Kosher dill pickle.

The above selections include hot rolls, whipped butter, beverage and dessert.

## ENTREE SUGGESTIONS

### Supreme of Capon Forestiere

Chicken with wine, mushrooms, parsley, sauce demi-glace, Rice Pilaf, fresh zucchini sauté.

### Roast Pork Tenderloin

Slices of tenderloin of pork and mushroom sauce, Rissole Potatoes.

### Filet de Boeuf Au Poivre

Tenderloin sliced and served with a creamy pepper sauce and a touch of Brandy w/Rissole Potatoes, Peas with mushrooms.

### Filet Mignon and Crab Imperial

Tender filet and succulent lump crabmeat blended with sauce imperial, potato croquettes, and Carrots Vichy.

### Chicken Normandie

Breast of chicken stuffed with apple and almond dressing, Cauliflower Mornay, Rice Pilaf.

### Shish Kebob de Luxe

Tender lamb tips marinated in chablis, olive oil, selected spices, with mushrooms, onions, green peppers, cherry tomato, served with Rice Pilaf.

### Scampi Provençal

Large gulf shrimp sautéed with fresh tomato, garlic, and dry Sauterne, served with Rice Pilaf and snow peas.

#### SAMPLE AGREEMENT

After all the arrangements have been agreed upon, the final step in arranging for the event is the signing of an agreement. Agreements represent the interest of both the club and the client by detailing all arrangements, conditions, and costs associated with the event.

Nothing should be left to assumption; all details, arrangements, and prices should be accurately reflected in the agreement. Sufficient time should be allowed for the client to review the information contained in the agreement and jointly confirm the prices, menus, services to be provided, time, and other conditions as reflected in the agreement.

The sample agreement in the next page is simple, uncluttered, and contains a minimum of conditions. There is sufficient space to record specific arrangements and details agreed upon. The form has been reduced from its original 8 1/2" x 14" size. It was printed in 7 copies (Manager/catering, Host, Finance, Galley, Bar Manager, Dining Room and Work Sheet copy) using carbonless paper.

MORALE WELFARE AND RECREATION  
FOOD AND HOSPITALITY

15502



PRIVATE PARTY CONTRACT

CONTRACT NO. \_\_\_\_\_

|                                       |  |                                 |                      |
|---------------------------------------|--|---------------------------------|----------------------|
| _____<br>(Name & Rank)                | _____<br>(Room)                          | _____<br>(Date)                 | _____<br>(Day)       |
| _____<br>(Mailing Address)            |  | _____<br>(Type of Party)        | TIME: _____          |
| _____<br>(City & State)               | _____<br>(No. Persons Estimated)         | _____<br>(Arrival)              |                      |
| Home _____<br>(Phone)                 | Office _____<br>(No. Persons Guaranteed) | (Open) _____                    | BAR _____<br>(Close) |
| _____<br>(Bulletin Board Information) |  | _____<br>(No. Persons Attended) |                      |
| _____<br>(Club Card No.)              | _____<br>(No. Persons Charged For)       | Food Served _____               |                      |

MENU

BAR

TABLE ARRANGEMENTS:

MUSIC:

ADDITIONAL ITEMS

|                        |                          |                          |                  |
|------------------------|--------------------------|--------------------------|------------------|
| _____ Portable Podium  | _____ Card Tables-Chairs | _____ Informal Rec. Line | _____ Candelabra |
| _____ P.A. System      | _____ Screen             | _____ Piano              | _____ Candles    |
| _____ Background Music | _____ Dressing Room      | _____ Guest Book         | _____ Chalkboard |
| _____ Platform         | _____ Formal Rec. Line   | _____ Napkins            | _____            |

CHARGES

|                                   |                                      |
|-----------------------------------|--------------------------------------|
| _____ Persons for _____           | Cake _____ \$ _____                  |
| @ \$ _____ Per Person \$ _____    | Flowers _____ \$ _____               |
| _____ Persons for _____           | Room Charge _____ \$ _____           |
| @ \$ _____ Per Person \$ _____    | Total Food _____ \$ _____            |
| _____ Persons for Cocktail Buffet | Total Bar _____ \$ _____             |
| @ \$ _____ Per Person \$ _____    | Sub Total _____ \$ _____             |
| _____ Persons for _____ Bar       | % Gratuity _____ \$ _____            |
| @ \$ _____ Per Hour \$ _____      | TOTAL _____ \$ _____                 |
| _____ Bottles _____ Wine          | Less Deposit Received _____ \$ _____ |
| @ \$ _____ Per Bottle \$ _____    | TOTAL DUE _____ \$ _____             |
| Champagne @ \$ _____ ea. \$ _____ |                                      |

SIGNATURE OF SPONSOR \_\_\_\_\_

PAID Date \_\_\_\_\_ Check No. \_\_\_\_\_ Received By: \_\_\_\_\_

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